

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXII, No. 9

NEW YORK, AUGUST 26, 1920

10c A COPY



Fine Medium.
Stub and
Ball pointed

SPENCERIAN

PERSONAL

Steel Pens

FOR years people have associated the name Spencerian with good pens and excellence in writing:

But dating from copy-book days, there grew the fallacy that Spencerian Pens are fine pointed, whereas The Spencerian Pen Co. of New York make a type of pen for every individual style of writing.

For a number of years it has been the privilege of Advertising Headquarters to tell the reading public just how *personal* Spencerian Pens are—how there is a Spencerian pen for every personal writing need.

Our association with the Spencerian Pen Co. dates back nearly fifteen years, and they have been very pleasant years indeed.

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO



Babson's Advice to Sellers

Depression Affects Crop States Last

It has often been stated that a wave of prosperity or depression begins in the East and moves Westward. Little has been said, however, about the rate of progress of this wave.

A close study of the depression of 1914-15 reveals some interesting facts. Roughly it shows that the industrial North and East were hit first, the wave moving slowly toward the South and West enveloping those states from three to six months later and finally encompassing the West Coast in another three to six months. New York, Philadelphia, Boston and Chicago in the order named were the first to feel a reaction in business.

Large industrial centers, wherever located, noted a slackening before the adjacent communities. Cities favoring to agricultural sections were better off than those situated in the heart of an industrial region. The present period of readjustment is not yet sufficiently under way to know definitely whether this same order will be followed or not. Indications are that it will, however. Many of the leading industrial centers

of the East are already operating at a reduced capacity. It is also interesting to note that Brockton and other eastern shoe cities were forced to reduce operation three or four weeks ahead of the shoe plants in St. Louis which depend for their prosperity upon the agricultural states of the Central West and Mississippi Valley.

Generally speaking, we still believe that the South and agricultural West will be the best sales territory this Fall and Winter.—
EXTRACT FROM BABSON'S REPORT—
AUGUST, 1920.

The Standard Farm Papers

(Over 1,150,000 Farm Homes)

Western Representative
STANDARD FARM PAPERS, INC.
Conway Building, Chicago

Eastern Representative
WALLACE C. RICHARDSON, INC.
381 Fourth Ave., New York City

*All Standard Farm Papers Are Members
of the A. B. C.*

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXII

NEW YORK, AUGUST 26, 1920

No. 9

Multiplying the Uses of a One-Purpose Article

How Advertising Lifted Linoleum from the Kitchen Floor and Carried It All Over the House

By Roland Cole

WHEN the advertising executive, and all the officers above and below him, have exhausted their best thought in trying to devise new ways for customers to use their product and are not satisfied that they have done the best that can be done, one of the next best things they can do is to get out of their own field and examine businesses in other lines.

Manufacturers of automobile trucks may go to the makers of pickles, the designer of furniture may get an idea from the designer of clothing, the worker in glassware may find inspiration in Kodaks, the lamp man may study "barreled sunlight," he who makes paints may study the making of powder and the dealer in linen may look at linoleum.

If every advertising man in this country would resolve to visit one "alien" factory a week—one as utterly removed from his own line as he could find—the benefit to business in one year would be well nigh incalculable. For the "resistances" in every business are different. The executive who visits a plant in his own industry either gives or takes, depending upon whether the concern visited is smaller or larger than his own. But when he goes into "alien" territory he becomes a disinterested spectator in watching "a new set of wits solve a new set of problems."

Assuming that the reader of this article is in any line of business *but* linoleum, he is invited to take an armchair journey of fifteen minutes into a field which at first glance may not promise much return, as linoleum certainly sounds like the most commonplace of articles. So far from finding it commonplace, however, the reader will more likely find it crowded with unexpected points of interest, and these when looked at attentively will be found to bear intimate relationship to his own problems and offer many suggestions in finding more and better uses for the products of his own company.

Has the reader ever been scared out of doing a thing because of adverse criticism? The following incident actually occurred:

Two women looked at an advertisement in a magazine.

"This is going too far," said one of them. "Linoleum may be all right for the kitchen, and I might be willing to try it there, but when I'm told to use it in my living-room I refuse to take it seriously. It's absurd! I'd just like to write these people and tell them what I think of it."

Here is a case where the reader will probably agree that the manufacturer's vision of what his product should be used for was too exalted for this world. But the other woman did not make it

unanimous. She just smiled and said quietly:

"My husband, you know, is manager in a downtown department store. He told me that a young couple came into his store recently and stated that they were building a bungalow and would like to pick out the fur-

ceives a wider use for his product than that for which it was first devised, there are always those who scout the idea as absurd. But this is the spirit that puts a washing machine in every home, that gives every family a telephone, a phonograph and an automobile. This is the spirit

that will some day give every individual his own X-ray machine, his own little motorcycle airplane, his own wireless outfit for picking up the first announcements of world events and his personal and private moving picture screen, where from his residence he may watch the life of the whole world.

Take linoleum, for instance. Or chromel, or paper spoons, or asbestos, or a roofing material. But linoleum will serve the purpose. It first brings itself to people's attention as a floor covering for the kitchen. The people, familiar with the idea of oil-cloth, accept it gratefully and find it to be an excellent floor covering. No great amount of advertising effort is required to introduce linoleum into general use for this purpose.

Then linoleum manufacturers improve their method of making linoleum, extend their patterns and perfect their quality. Linoleum soon becomes as convenient and suitable for use in a bedroom as it was in the kitchen. It is not long before its use is extended to the dining-room. The hall and reception entrance follow as a matter of course. The living-room is directly in the path of progress.

The manufacturer who hesitates to think his product good enough for the best use to which



Your Favorite Color

OFTEN the easiest way for choosing the best is the best. By using Armstrong's Linoleum you can avoid any further color matter, to be explained in self-explanatory language. The Armstrong color card then is doubly confirmed in the domestic atmosphere with choosing results.

Beauty is one of the many advantages of Armstrong's Linoleum. Easy to clean and durable, it makes beautiful surroundings. It is wonderful to walk on and smooth. For the new home you are building, or to cover an old floor, it costs less than any other floor material.

Armstrong's Linoleum is durable and durable. It may be

compared by its strong feeling to an old-fashioned carpet.

When arranged down locally by one merchant, it is a purchase that never expires, fades, or wears. Its Armstrong's Linoleum is made in France, Japan, and India, in which the colors are changed to the living back, also with color changes printed on the surface. The printed patterns are also desirable to eye.

For a better opportunity of the colors and practical value of linoleum, this color card is the best. "and for one look, which will show its use in many domestic schemes."

"The Art of Home Decorating with Linoleum"

By Frank Clark Brown, President of the New York Board of Fire and Marine Insurance. Also in the New York office of the New York Board of Fire and Marine Insurance.

General Office of Domestic Insurance

Since this Bureau, he offers to no purpose to send any volume of general insurance. "Send direct to the New York Board of Fire and Marine Insurance."

Armstrong's Linoleum, Linoleum Distributors

NEW YORK, N. Y.

Armstrong's Linoleum
for Every Room in the House

COPY USED IN WOMEN'S PUBLICATIONS—IN FULL COLOR.
NOTE EMPHASIS ON COLOR, NOT ON LINOLEUM

nishings. The salesman who waited on them began to show them linoleum and explained how it could be used all over the house. He got them interested, and the upshot of it was that six weeks later the young man came back and said that he had had the architect change the floors from hardwood to pine and he gave the salesman an order to put linoleum into every room in that bungalow."

When a manufacturer con-

It is also the only floor covering that is so easy to clean and so durable. It is the only floor covering that is so easy to clean and so durable. It is the only floor covering that is so easy to clean and so durable.

Our Territorial Organization

WE have four offices, located at New York, Cleveland, San Francisco and Toronto. Each has its complete organization for the development of advertising plans, the selection of media and the production of all types of advertising—for both national and local campaigns.

Cleveland knows, especially well, conditions in the central states and in the Middle West. San Francisco knows the Coast and is in an advantageous position to prepare and handle a Pacific Coast campaign. Toronto knows Canada and how advertising to Canadians should be prepared and handled. New York, the home office, has at its disposal not only its own complete organization, but the supplementing advantages of each of the other offices. At each office a Vice-President of the Company is in charge. He is privileged to call upon the facilities of all offices in the execution of his work.

We have established these four complete operating organizations in the full belief that in this way, rather than by centering our organization at one point and establishing mere outposts, can the best service be rendered.

THE H.K. McCANN COMPANY

Advertising · 61 Broadway · New York

CLEVELAND

SAN FRANCISCO

TORONTO

This is one of a series of 15 explanatory talks on our organization and our facilities. The entire series in pamphlet form—"Our Business and Yours"—will be mailed you on request.



it can be put is refusing to perform a service to a great many people who would be only too glad to use it that way if they knew about it.

The Armstrong Cork Company, manufacturer, among other things, of linoleum, found in its investigations that linoleum was used as a floor covering throughout the entire house in the homes

for the bedroom and other rooms, but the thought about the kitchen is in the way—takes up their entire head room—and the other thought cannot get in. The problem in a case of this kind is not to keep shouting at them, but to try a new form of communication, or to teach them how to be little Christopher Columbuses of their own and make some original discoveries.

For example, a dealer once wrote the Armstrong company as follows:

"Why do you devote so much space to advertising linoleum for dining-rooms, living-rooms and bedrooms? Most people are interested in linoleum for the kitchen. If you would advertise linoleum for kitchen use we believe we could sell more of it."

Many people may have thought the same thing, for the company seldom features the kitchen use of linoleum in its advertisements. The reason is interesting to other advertisers.

The most obvious use of linoleum is for the kitchen. For years the use of linoleum has been associated with this room in

people's consciousness. The impulse to purchase it for this purpose is automatic. An advertising campaign to induce people to buy linoleum for the kitchen would be over 50 per cent waste. It would be like urging people to breathe air or drink water—they do both of these things without urging. They buy linoleum for the kitchen in the same way. Therefore the Armstrong advertising campaign wastes no time preaching to its own converts, but goes to heathen lands.

The advertising activities of

A Little Lesson on Floors

HAMMERS and nails—these are the best. The hammer does its work in a hard job.

If you want a floor that is warm, lasting, quiet, comfortable, easily and economically cared for, and very long-wearing, get out of Armstrong's Linoleum.

It is made largely from cork. That makes it springy—hence sound-absorbing, useful to the feet, and durable. For this reason it is used on the decks of many battleships in the United States and foreign navies, including the latest, the *Arizona*, the *Tennessee*. Have your linoleum laid properly; that is, covered floor freely over heavy felt paper. Then you will have a permanent, wear-free floor. It is ideal over concrete floors in foreign

construction. No wooden "slopes" are required.

Armstrong's Linoleum fulfills the many qualifications demanded for floors of offices, public buildings, hospitals, libraries, clubs, hotels, churches, and schools. Before you make up your mind about the floor for the new building you are planning, consult your architect about Armstrong's Linoleum floor. We can furnish data and specifications.

Send for booklet "Business Floors," which contains photographs of actual installations, color-plans of various rooms, and recommendations for different uses; also specifications for laying linoleum and directions for its care. Ask for the name of a merchant near you who is equipped to furnish estimates and its satisfactory laying.

For
Business
Floors



ARMSTRONG CORK COMPANY, LINCOLN DIVISION
157 Liberty Street, Lancaster, Pennsylvania

Armstrong's Linoleum



GENERAL MAGAZINE ADVERTISEMENT—LINOLEUM FOR BUSINESS FLOORS. UTILITY, NOT BEAUTY, POINT OF THIS COPY

of many European countries. The artistic possibilities of this floor covering have, in Europe, been developed to such a degree that many of the finer homes have all floors in the house furnished with this material.

There are always people who are unable to think more than one thought at a time, and this is the first thought presented to them. Thousands of people were told to think—once, a long while ago—that linoleum is used in kitchens. They have heard hundreds of times since that it is also good

Are You Backing Your Dealers?

How much of your output is sold in the small towns? According to the latest available figures over 53% of the total population of the United States lives in small towns and rural districts.

What backing do you give the dealers who supply your goods to this majority of the country's population. The city newspapers and magazines having the bulk of this distribution in large towns and cities don't reach them.

The *American Woman*, with 86% of its circulation in towns under 25,000 will carry your message to a select small town audience and cooperate with the efforts of your dealers in building trade and good will for your merchandise.

THE AMERICAN WOMAN

"The Real Magazine of the Small Towns"

Member of the Audit Bureau of Circulations

Western Advertising Office

W. H. McCURDY, Mgr.

30 N. Dearborn St., Chicago, Ill.

Eastern Advertising Office

W. F. HARING, Mgr.

Flatiron Bldg., New York

the company reveal a most intensive study of the conditions in its field. The campaign is very effectively co-ordinated. Other advertisers will find it full of suggestion. The outstanding features follow:

In the first place, it does not take a very rare degree of perspicacity on the part of a manufacturer to announce: "Go to, now; my thimble is good for everything. In addition to the use for which nature intended it, it may also be used for a drinking cup, a nail-saver for stenographers, a fly-trap, or a candle-snuffer." Merely to announce that linoleum may be used for every room in the house would probably not meet with universal acceptance. Something more than an announcement is necessary. The Armstrong people went further back and related the thought to the whole idea of interior decoration, first by making sure that it was practical and then by offering a service to the public.

To understand how this was worked out, reduce the proposition to its simplest factors. A woman walks into a department store and says to the salesman: "I am building a new house and want some linoleum for the kitchen." For him to say, after making the sale, "Now, of course, you ought to have it in your other rooms, too," is hardly convincing.

If on the other hand he says, "What floor covering have you decided on for your bedrooms?" she will probably reply, "Oh, we will have rugs and hardwood floors." Then if he can say, "But there are other ways of treating bedrooms, which yield far more satisfactory results," she will probably be interested.

That is the point. The customer cannot be expected to conduct experiments in interior decoration. Discoveries of new uses and new combinations do not generally happen by accident. Most of them are the result of brain sweat on the part of the producer or manufacturer.

Right here the Armstrong company decided to install within its own organization a Bureau of Interior Decoration. A skilled and experienced decorator was employed. This department offered its services in three directions—to the factory in the selection of patterns; to dealers in devising combinations and displays; and to the public in offering advice in decoration.

The Bureau of Interior Decoration was featured in the national advertising campaign. The consumer was invited to write to the company direct on questions of interior decoration. These inquiries were given personal attention. Every question asked—no matter how trivial—was answered intelligently. When a woman wrote, "I have a bedroom finished in dark green and old rose. What would you suggest?" patiently the director of the bureau would endeavor to ascertain how the room was decorated and if the present decorations were removable, suggest grey in place of the dark green, and a linoleum design carrying out the same color treatment.

Every inquirer is referred to two local dealers, a high grade one and a middle class one so as to be sure and catch both types of buyers—the upper and middle class. Both of these names are given to the inquirer, who will certainly not be offended by being referred to the high grade dealer if she does not trade with him, while the wealthy prospect will simply throw away the card for the middle grade dealer. The form letter that goes to both dealers about this inquirer contains two mailing cards addressed to the prospect, either of which may be used, depending upon whether or not the dealer handles rugs in addition to linoleum.

THE ARCHITECT AND THE DECORATOR

The architect and the decorator are two important links in the chain, neither of whom could be overlooked in the movement to put linoleum in every room in the

The Standard Union is a red-hot Republican newspaper, yet live wire Democrats have to read it to get the real news of Brooklyn.

Most folks don't care whether it's a Republican or Democrat who buys their goods.

If you're fussy we can't help you.

house. A series of advertisements is running in the architectural publications. Retail merchants are provided with letters to be written to local architects in which the newer uses of linoleums are described and recent installations referred to.

A very effective feature of the campaign to architects has proved to be a vertical file folder containing complete printed descriptions of linoleum with specifications for installing it over any type of base; schedules of weights and comparative costs; and color plates of typical interiors. This publication is entitled "Armstrong's Linoleum Floors—Complete Description and Specifications." Its size corresponds to that recommended by the American Institute of Architects. When received by the architect it is all ready to be dropped into his standard vertical specification file. This publication was sent to the 6,000 architects in the United States and a selected list of interior decorators.

It is even money when the young couple, already referred to, come back to the architect and ask to have every room in their bungalow equipped with linoleum the architect is not altogether unsold.

HOW THE RETAILER IS COACHED

Too often a manufacturer thinks of his dealer as one thing, as to most Americans, Germany before the war meant the Kaiser. Germany now means a number of things to Americans. But to Armstrong, a dealer means five things—the store owner or buyer; the window trimmer; the store salesman; the advertising manager, and the linoleum layer. With a list of 30,000 retailers and over in the United States this meant actually a great many more than 30,000 units to keep in view.

Each one of these groups is dealt with separately. Blanketing all five groups is an extensive trade-paper campaign, which, linked with the consumers' campaign in the national publica-

tions, surrounds each group on all sides. The trade-paper campaign is very thorough and comprehends practically all the papers touching the floor covering field.

In order to make sure of the store owner or buyer a trade publication entitled "Linoleum Logic—Selling Sense Applied to Floor Coverings"—goes to him six times a year. The experiences of other dealers are described in this paper. Selling hints are exchanged and new and unusual uses discussed, one of which is linoleum for wall paper, an experiment by a well-known Philadelphia candy store.

A pretentious booklet entitled "Building Linoleum Business" sums up for the store owner every detail of the Armstrong campaign. A great deal of space in this book is devoted to window displays. One of these is a room display in which four rooms are shown—kitchen, bedroom, living-room and dining-room, and the interior decoration scheme of each is carried out quite completely. Another very effective display is an educational exhibit consisting of the various ingredients used in the manufacture of linoleum, such as cork, cork flour, flaxseed, linseed oil, jute, burlap, colors, etc., all arranged in neat little boxes plainly labeled. Twelve large photographs accompany the display and show the sources of the various raw materials and the different stages of manufacture.

The company made up sixteen of these displays and routed them about the country from dealer to dealer. Upon the initial shipment from the factory the freight was prepaid. The moral effect of this led most of the dealers to prepay the freight when shipping it to the next dealer. When occasionally a dealer complained to the factory at the amount of the freight charge the item was promptly paid. The advantage of this arrangement will be quickly understood.

Manufacturers who contemplate finding wider uses for their

A Long Pull and A Strong Pull

We all pull together these days and the tides of prosperity still roll on. Business is booming—every class feels the impetus of greater profits. The American fruit farmer—200,000 of him—isn't behind-hand. By taking advantage of every facility for increased production and distribution he is fast forging ahead. Manufacturers know it—are anxious to reach him. That's why during the first six months of 1920

21,586 lines of
Tractor advertising, and

25,129 lines of
Truck advertising

appeared in the pages of the AMERICAN FRUIT GROWER.

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

Guaranteed minimum circulation, 200,000 monthly

Members of Agricultural Publishers Association

Members of Agricultural Editors Association

SAMUEL ADAMS, Editor
ROBERT B. CAMPBELL, Publisher
J. E. FORD, Director of Advertising

product will do well to note the thoroughness with which the Armstrong company inoculated its selling organization with the idea that linoleum was suitable not only for every room in the house, but for office and factory buildings, banks, hospitals, hotels, schools, stores and public buildings generally.

The advertising campaign comprehends not only the trade press and the architectural field but the general field as well, with strong emphasis on the women's publications.

Here are two striking examples of how the public are being led to think that linoleum can be used "in every room in the house" and for every room in business. The first advertisement accompanying this article represents the style of copy used in the women's publications. This series is running in color. Quite a significant thing about the copy is the thought contained in the headline "Your Favorite Color," which centres attention at once on one of the big *advantages* of linoleum. The attractive living-room featured in this advertisement is probably the work of the company's Bureau of Interior Decoration—that is, the pattern and combination of colors. It would be hard to conceive a more delightful and charming arrangement. The eye is not attracted to the scene because of the linoleum but rather because of the inviting air of the whole room, with its blazing fireplace, beautiful mantel and the excellent taste of all its appointments.

The copy goes right to the point. The first suggestion made is that the floor of a home is often the starting point for the decorative scheme. The choice of color design offered in the linoleum coverings enables you, reads the copy, to establish a favorite motif to be emphasized in wall coverings and draperies. Then a book is featured, "The Art of Home Furnishing and Decoration," which the reader is invited to send for, by means of which the Bureau of Interior

Decoration speaks to the prospective customer, not on the question of advisability of using linoleum for every room in the house, but on the far more important question of correct art treatment from the standpoint of interior decoration.

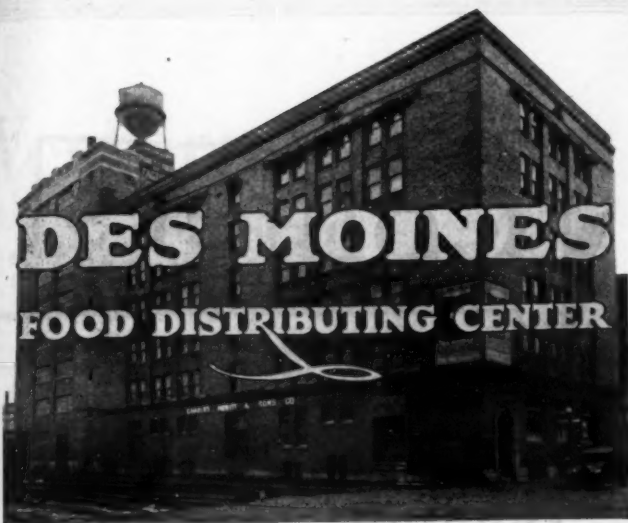
Turn from this advertisement, reproduced in colors, to the style of copy used in the more general magazines. Here the use of color is not attempted, for correct decorative treatment is not the burden of the story, but utility. The illustration occupies fully as much space as in the other advertisement but is subordinated to the text. The photograph represents an office of a large metropolitan hotel. The linoleum with which this office is equipped is plain—unfigured—not an easy thing to show in a photograph. This helps to concentrate the reader's attention on the big thought of the copy—utility, economy, comfort, quietness and cleanliness.

Thus every gun is loaded with the one kind of ammunition. All elements in the campaign give out the same impulse. The use for which the manufacturer conceives his product to be best suited is put foremost in the national advertising, the advertising to the dealer, to the architect, the window display in the retail store, the store owner and the retailer's advertising manager. One element in the campaign remains—able retailer's salesman—the contact point with the customer, as usual, the most important phase of the whole effort.

THE RETAILER'S SALESMAN—THE FINAL TOUCH

Manufacturers who sell their goods through jobbers and distributors have more things to worry about than those who sell them direct to the retailer. It is the relay from manufacturer to jobber, to jobber's salesman, to retailer, to retailer's salesman, that offers so many opportunities

(Continued on page 162)



This is the plant of one of Des Moines' six large wholesale grocers. Other wholesale grocers at Mason City, Davenport, Fort Dodge, Waterloo, Shenandoah, Marshalltown, Iowa City, Ottumwa, Oskaloosa, Creston, Red Oak, Cedar Rapids and Sioux City, Iowa, also supply retailers in the Des Moines trade territory covered by The Register and Tribune.

THE DES MOINES REGISTER AND TRIBUNE

with a circulation of 111,000 daily and 80,000 Sunday, cover
the centre two-thirds of Iowa with a buying
population of over a million people.

DOMINANT IN FOOD ADVERTISING

First Six Months of 1920

REGISTER AND TRIBUNE... 576,856
(M. E. & S.)

Other Des Moines papers com-
bined (2 evening, 1 Sunday) 467,096

The Evening Tribune, alone, carried more food lineages than any other evening paper. The Register is the only morning paper in Des Moines. Our merchandising department renders efficient co-operation. Ask for set of circulation dot maps.

Representatives

I. A. Klein,
Metropolitan Tower,
New York

John Glass,
Peoples Gas Bldg.,
Chicago

W. R. Baranger Co.,
San Francisco,
Los Angeles, Seattle

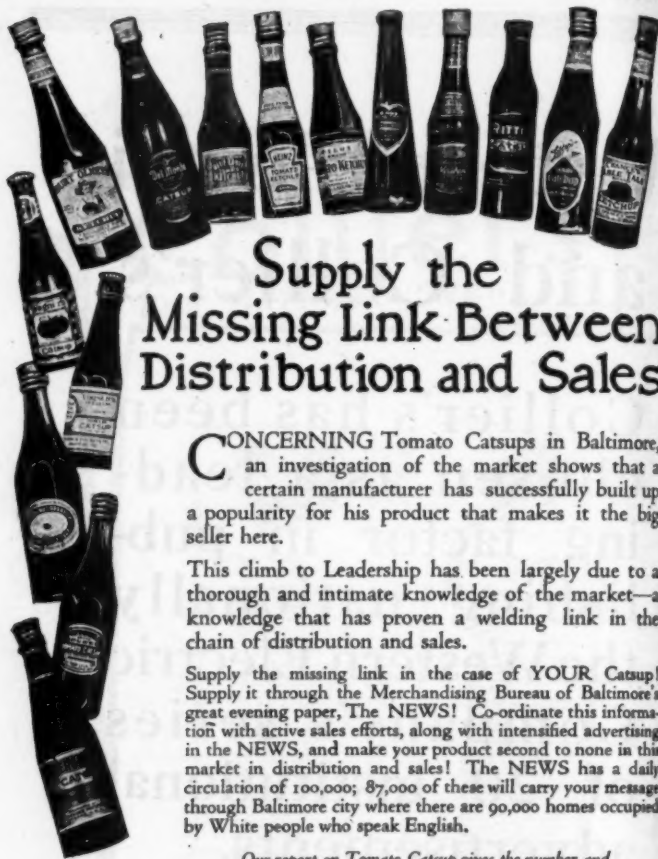
Western Electric and Collier's

Collier's has been chosen as a leading factor in publishing nationally the Western Electric Company's series of 20 institutional advertisements.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*



Supply the Missing Link Between Distribution and Sales.

CONCERNING Tomato Catsups in Baltimore, an investigation of the market shows that a certain manufacturer has successfully built up a popularity for his product that makes it the big seller here.

This climb to Leadership has been largely due to a thorough and intimate knowledge of the market—a knowledge that has proven a welding link in the chain of distribution and sales.

Supply the missing link in the case of YOUR Catsup! Supply it through the Merchandising Bureau of Baltimore's great evening paper, The NEWS! Co-ordinate this information with active sales efforts, along with intensified advertising in the NEWS, and make your product second to none in this market in distribution and sales! The NEWS has a daily circulation of 100,000; 87,000 of these will carry your message through Baltimore city where there are 90,000 homes occupied by White people who speak English.

Our report on Tomato Catsup gives the number and names of brands in Baltimore market, leaders, percentage of sales and distribution, activity ratings, reports of wholesale firms and retail merchants, etc., etc. If you want a copy request it of us upon your business letterhead.

The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Have a word

Advertising Manager



When Salesmen Regard Year-Round Product as a Seasonal Seller

International Harvester Company Gives Sound Advice with Sugar Coating

THE salesmen of the International Harvester Company had the idea that a cream separator was a seasonal machine. Someone had said it was, the opinion got around that way, and the salesmen just took it for granted that it was right.

The idea was to sell the separator between March 1 and summer time. Then the effort would slacken up until fall, when a little more would be done.

The consequence was that the Harvester company's sales of its Primrose separators fell considerably short of the mark it was desired to reach. Clearly, the salesmen had to be educated to a correct attitude toward the separator and made to realize that it was a year-round proposition.

But there was difficulty in doing this because the salesmen had so many bigger machines to sell that the separator in comparison seemed insignificant and not worth bothering with.

The conventional way of going about it would have been to get out a bulletin telling the salesmen that through the work of the National Dairy Council and other means farmers have been taught to build silos. The silos making possible the moving in of rich pasture for the winter could keep the flow of milk coming along just the same. They could have been told that farmers, thanks to many educational agencies, had been taught the breeding of cows in such a way that they would not all dry up in the fall, according to the commonly accepted custom. The chances are, however, that a considerable part of this argument would not have gone over. The average salesman these days gets so much reading matter and is preached to so liberally that it takes something

out of the ordinary to jar him into the right attitude of attention.

With these ideas in mind, the Harvester company's advertising department got out a little twenty-page book called "Globules." The idea of this was to use drawings, doggerel and clever colloquial English in a way that would sugar-coat an important message that it was necessary for the salesmen to assimilate.

TEACHING TRUTH WITH EASY DOSES

The little message starts out by expressing the opinion that it is a good thing the cows are not interested in the League of Nation's argument or they would put in too much time in talking and too little at eating, therefore making the milk supply short.

"Experience with some salesmen," it says, "who are still not selling as many separators as they should, indicates that you can lead a man to feel he oughter, but you can't make him think."

"The loss of wealth is loss of dirt,

Which energy may soon redeem.
But the loss which all the world doth hurt

Is the careless, slothful waste of cream."

Mention then is made of the well-known Mr. Hoyle, the gentleman of many rules. The salesmen are reminded that during the last year or two the Harvester company has learned to sell separators "according to Hoyle." And one of Mr. Hoyle's first rules is "keep on taking orders for Primrose separators the whole year through." Then follows breezily expressed information relative to the important developments in the great dairy industry which showed the salesmen beyond all argument that there is a profitable all-year demand for separators, and

that they were overlooking something more than worth while when they neglected them.

In short, the company had what it regarded as a good separator and one that should be pushed. To do this pushing it first had to sell the salesman.

Several thousand of the books were printed. One went to each salesman of the company. The results were regarded as encouraging enough to start out upon a regularly organized campaign of education among the salesmen. The pamphlet will be put out at intervals for exclusive use within the organization.

The salesmen will be instructed not only in the all-the-year possibilities of Primrose separators, but also in the essentials of selling them at retail.

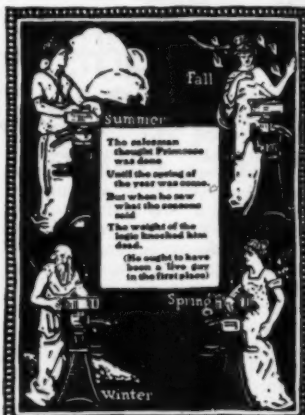
Mr. Hoyle will express an opinion, for example, that dealers should be thoroughly taught the proper assembly, operation and care of the machines, so that they can teach the new separator customers they will get.

Another rule Mr. Hoyle will suggest to salesmen is that they should try to influence the dealers to display Primrose separators properly in their stores.

"We are attaching much importance to the matter of waking up our salesmen on the matter of separators," a member of the company's advertising department said to *PRINTERS' INK*, "not only because it is a line with huge possibilities, but because the success of any individual Harvester line of goods helps every other line. What we need is to give each individual line the specific treatment it needs to make it win to the fullest possible extent. Then, this is going to help every other line in the business.

"Just because we know a line is worthy and because we advertise and push it we do not make the mistake of believing that the salesman will fall into step automatically. We are right in assuming that he will be sold to a certain extent on any articles we bring out. But unless we can get him sold thoroughly we are not going to get the best results

out of the field as a whole. I suppose we have a certain prestige among dealers and users. But we never would depend wholly upon this prestige. We never would presume to think that dealer and consumer acceptance would be 100 per cent just because a thing came from the Harvester com-



PICTURE AND VERSE TO POINT A SELLING MORAL

pany. Why will not this same principle work among salesmen?

"We want our salesmen to be thoroughly sold upon the company and its products. We believe practically all of them are. But when it comes to understanding the full sale possibilities of any machine, educational work must come in. At least this was the case with the separators. The salesmen did not know of the work of such an association as the Cow Testing Association, which has improved the milk-giving quality of the cow and thus increased the farmers' interest in raising milk and cream. How could they know unless they were told? The advertising department usually is considered as a means of selling a company and its products to its customers. Right enough. But a highly important function of the advertising department also is to sell the salesmen."

Adaptability the Greatest Factor in Salesman's Success

Attitude All-Important, Says J. B. Wright, Sales Director, Earl & Wilson—Company's Methods of Training Men

By Arthur McClure

THE subject of handling salesmen is like courtship or children—forever interesting and forever new. There is not a business situation anywhere that does not immediately bristle with life the moment the human side of selling comes upon the stage.

I will never forget a convention of stove salesmen I attended a few years ago. The principal speaker at the banquet that concluded the convention was a young and successful sales manager from another line of business. Every man about the table, grizzled veterans at the selling game, looked old enough to be the speaker's father. Two of them were old enough to be his grandfather. Assuredly there did not seem to be much that this young man could tell these veterans. They were not interested, and they showed it.

In the course of his speech the youthful sales manager said:

"Sometimes our best hunches come by accident. That is the way I learned to sell to partners. I lost many a sale by bringing the partners together and trying to sell them both at one time, or by seeking each one separately. One day I had just finished talking to one member of a firm of partners. I left the store intending to come back later and see the other. When I returned, the store was empty, but I heard voices in the back room. The man I had interviewed was talking to his partner and actually trying to sell him my line. He was using arguments I never could have used, based on an intimate knowledge of their own business. And while I stood listening, he made the sale. Believe me, after that I changed my method of selling partners. I saw one of them only and then let him sell the

other. After that I rarely lost such sales."

When the speaker finished a complete change came over the salesmen attending that dinner. They became intensely interested. The eyes of every one of them had been riveted on the speaker. They never missed a word.

For weeks after the convention these stove salesmen kept talking about the good they had received from this boy's remarks. He had given them a new idea.

Every child that is born into the world creates the world new for child and parent alike. That is why the institution of childhood never grows old. The same is true of salesmanship. Every new salesman re-creates the whole subject. Every sales manager's experience contains lessons for us all, no matter how much or how little experience we have had.

STERN MEASURES TO TEACH A SALESMAN

The sales manager whose name appears in the sub-title of this article had occasion to visit the territory of one of his salesmen not long ago.

Going into a retailer's store together in a Tennessee town, the salesman introduced his chief to the proprietor somewhat after this fashion:

"This is our general sales director. He just came from the factory. Tell him what you told me. I'd just like to have him know what I'm up against in this territory."

Thereupon the retailer delivered an extemporaneous diatribe against this sales manager's goods and service that almost took him off his feet, it was so unlooked for. Not a word of warning had the salesman uttered about this before entering the store.

The situation was uncomfortable. The salesman had chosen a questionable way of demonstrating to his chief the dissatisfaction of the retailer with shipments.

The sales manager did some quick thinking. The incident gave sudden confirmation to his suspicions as to what was wrong in this salesman's attitude toward his customer and his house. The course he adopted was drastic. Turning away from the proprietor he addressed himself to the salesman:

"If you knew of this condition, why didn't you help this man out? You should have taken care of your own customer. Had we known about this at the factory, we would have wired to a dozen places where we have excess stocks of the styles he sells and had them to him in a week or less. You are wholly to blame."

The salesman was greatly embarrassed to be thus summarily reprimanded before a customer. Returning to the hotel, he complained bitterly at the action. He was told:

"I do not believe I could have made clear to you in any other way that your attitude toward yourself, your customer, your company, is the thing that is standing in the way of your success. No wonder you have been finding business bad in your territory. Instead of trying to help your customers out, you have been inciting them to riot. Now I'll go back to-morrow and straighten you out with your customer if you wish. But before I leave this town I want you to take me to your other dealers and show me you've got the idea."

The next morning salesman and sales manager entered the store of another retailer. Approaching the store owner, the salesman said:

"I've got good news for you. This is our general sales manager. He tells me of a plan whereby we can possibly get some goods to you in a hurry. I was all wrong about lack of co-operation. It was my fault in not knowing what we could do for you."

The change in the salesman's attitude had an immediate effect on the retailer's attitude. The latter's greeting of the sales manager was altogether different from that of the retailer called on the day before. He was grateful and considerate instead of being abusive and intolerant. The salesman in each case was the determining factor.

MUST BE ALL THINGS TO ALL MEN

Right attitude on the part of a salesman is the one big thing and about the only thing Mr. Wright seeks to cultivate in his men. Other things are important—honesty, hard work, resourcefulness—but right attitude in his estimation is more important than them all. It is not always easy to define. It manifests itself in a thousand ways every day. Unless a salesman has it, his work never will be wholly satisfactory to himself or his company no matter how efficient he may otherwise be. For example:

A salesman returned from a long trip. He told Mr. Wright the trip had not been a gratifying one. Conditions were upset. The trade was uneasy. Orders were hard to get. There was a lot of general dissatisfaction on every side. Prices were uncertain. Disturbing rumors were in the air and nobody knew what to expect.

All these things existed only in the salesman's mind, he told him. "Your attitude is wrong. You're infected, and when you go into a retailer's store, you spread the disease. Change your attitude!"

The salesman was impatient. "Attitude! I've told you the facts. If you don't want to believe them, is that my fault?"

Wright closed his desk and accompanied the man on his next trip. They selected a good-sized retailer whose orders had shown a falling off during the latest quarterly period.

The proprietor was not in a hopeful frame of mind.

"I don't know what the devil we are coming to," he said at lunch. "Business is not really so much worse than it was a few

(Continued on page 25)



Seal of Philadelphia

895,065 Men and Boys in Philadelphia Will Need Winter Suits and Overcoats

Clothing manufacturers all over the United States are naturally interested in the opportunity which exists in Philadelphia, *the third largest market*, as an outlet for their product.

205 retail and wholesale clothiers, custom tailors, haberdashers, etc., are possible outlets for your line, and many of them would welcome the exclusive selling agency of your product.

Send your representative to Philadelphia to look over the local situation here, tie up with a good local merchant and then back him up with the right kind of advertising.

Philadelphians like good, substantial clothes, are able and willing to pay the right prices for what they want, and educated to the merits of your garments, form a clientele that will be well worth your while.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

Net paid average circulation for the six months ending April 1, 1920, as per U. S. Post Office report: 466,732 copies a day.

"In
Philadelphia
nearly everybody
reads the
Bulletin"

No prize, premium, coupon
or other artificial methods
of stimulating circulation
have ever been used by
The Bulletin.

Fifty-four ocean
steamship lines
operate from the
port of Philadel-
phia each year.

**SCRIPPS NEWSPAPERS**

The Memphis Press

THE degree of confidence enjoyed by any newspaper in its community is judged by the volume of local circulation it has, and by the permanence and stability of that circulation.

That the Memphis Press is first in Memphis and that it has in large measure the loyal confidence and faith of the citizens of this thriving city, is shown by its supremacy in city circulation.

FOR the six months ending March 31, 1920, the average daily net paid circulation of The Press was 32,012, of which 28,708 was city circulation. City CARRIER circulation for this period was 19,483.

The Press has 7,954 more city CARRIER circulation than the other afternoon paper and 10,610 more total city circulation. The combined city and suburban circulation of The Press is greater than the combined city and suburban circulation of the other afternoon newspaper.

The population of Memphis is 162,351, which makes it the fourth city in the old south.

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SCRIPPS NEWSPAPERS



THE evening newspaper is the family newspaper—the paper which every member of the family reads. Scripps Newspapers are evening newspapers and are leaders of thought in a million American homes.

The twenty-two Scripps newspapers are:

Akron Press.	Memphis Press
Cleveland Press	Oklahoma News
Cincinnati Post	Portland (Ore.) News
Columbus Citizen	Sacramento Star
Covington (Ky.) Post	San Diego Sun
Dallas Dispatch	San Francisco Daily News
Denver Express.	Seattle Star
Des Moines News	Spokane Press
Evansville Press	Tacoma Times
Houston Press	Terre Haute Post
Los Angeles Record	Toledo News-Bee

Scripps Newspapers

Foreign Advertising Department

Union National Bank Building, Cleveland, Ohio

New York Office: MARBRIDGE BLDG.

Chicago Office: 1ST NATL. BANK BLDG.

The Other Half of the Story

Advertising figures—rate cards—circulation statements—dry statistics tell a newspaper's story. But they tell only half of it. And advertisers today are demanding the other half.

They are beginning to measure editorial quality as well as circulation quantity; to realize that *how* reader attachment is formed is quite as important as *how many* readers are affected.

They are basing their judgment of newspaper advertising value on *personality* as well as *technicality*; on reader prestige as well as advertising prestige. A newspaper *must* be a good newspaper before it *can* be a good advertising medium.

The Chicago Daily News is read by seven out of every nine persons in Chicago who read the English language. That fact alone tells an important technical story to every advertiser. But *why* it is read by those seven out of nine tells a bigger—a *human* story.

The Daily News is a sane, clean-thinking newspaper, published for sane, clean-thinking people. A progressive newspaper that has grown and prospered for over forty-four years. A newspaper of international reputation, widely read and widely quoted. A reliable newspaper, untinged by yellow-journalism. And a newspaper that nearly every worth-while Chicago family *takes into its home*—the highest tribute that can be paid to any newspaper.

Because it is such a newspaper, The Daily News is read and trusted by over 1,200,000 people. Its nearly 400,000 daily circulation reaches the most progressive, intelligent and prosperous newspaper readers of Chicago. Because it is such a newspaper it is a great advertising medium.

Not alone from a circulation standpoint, not alone as an advertising medium, but as a *newspaper*—

THE DAILY NEWS

First in Chicago

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months ago, but everybody seems to think it is. Take my clerks, for instance. They appear to be getting less interested every day. They come down to work later, they want to quit earlier, and while they're here they do not seem to care much whether they wait on customers or not. It doesn't do any good to fire 'em. New ones wouldn't be any better, and besides, there are no new ones to be had. I lost a man three weeks ago and have not been able to hire another since.

"It's a disease, I guess, or Bolshevism, for I notice they are not backward about asking for increases in pay. They want more and more money and they do less and less work for it."

"In other words," said Mr. Wright, "they haven't got the right attitude. Make 'em partners in your business, and watch them change. Work out a bonus or commission system or divide your profits with them monthly, quarterly or annually and see the difference it will make."

The retailer was interested. Where could he learn more about such plans? Mr. Wright went out and bought a book on the subject, brought it back and put it in the storekeeper's hands.

"The schemes in this book won't cure your troubles," Wright continued, "what you need is a reversal of attitude toward your men. You regard them now as hirelings. You pay each one a stipend. Change your attitude toward them and they will change their attitude toward their work and you. Making them partners will develop the initiative in each."

Later Wright told the salesman:

"That storekeeper can't think of us hereafter as just being interested in the orders we get from him. He's gained a new conception to-day of our interest in him."

In another store, the proprietor was inclined to lament stock troubles.

"It takes a wizard," he said fretfully, "to know what to order. I had intended to place a

stock order with you for shirts and collars, when I happened to come across a lot of sport things I ordered a while ago that have never moved. Believe me, I order no more of nothing until I dispose of these sporting goods."

"Can you beat that?" *soto voced* the salesman in Wright's ear. "Penalizing us because he pulled a bone on that sport stuff! Where shall I soak him?"

But Wright only kicked his salesman gently in the ankle. Turning to the retailer he said:

"Say, I've got an idea on how you can move those sporting things. I saw a clever stunt in a Boston store last week. It was a window display based on a yacht race. Over on one side of the window was a sample of each line of goods. In the centre of the window was a couple of toy yachts to represent the *Shamrock* and *Resolute*, with a kewpie in each one, racing toward the special sale. Now we can work out the same idea on the Olympic Games."

The buyer and the window man were called, and for an hour and a half all five worked over the display. When Wright and his salesman left the store they also left a much pleased proprietor. What was just as important, they carried away a stock order for shirts and collars.

Salesman and sales manager directed a long, earnest look at each other. The salesman saluted and smiled. "All right, chief. I'm on," he said.

THE PROMOTION OF ADAPTABILITY

According to Wright, two things more than others have the most powerful influence on a salesman's attitude. The great desideratum in a salesman is adaptability. Right attitude makes for adaptability. Right attitude is determined to a very large extent by the method of compensation and the educational basis of a man's preliminary training.

The compensation plan upon which E. & W. salesmen work is a commission arrangement — a drawing account with extra earnings payable at quarterly periods.

The amount of the drawing account is determined by the quota established on the salesman's territory.

In establishing quotas the future re-division of territories is always kept in mind. A fruitful source of dissatisfaction comes from taking a portion of his territory away from a man after it has become highly profitable. Generally the commission arrangement makes unlimited earnings possible, and as these earnings begin to materialize the salesman becomes more and more sensitive to any move on the part of the house that looks like an effort to reduce his earnings. Cutting down his territory is the customary method.

In one case of Earl & Wilson this subject is thoroughly threshed out when the man is hired. He is told that his territory consists of certain good-sized towns, which have been called upon personally in the past. There are also other smaller towns, and besides these, still smaller towns. Many of these the company does not expect the salesman to call on now. Later, they will be worth visiting. Naturally, when that time comes the salesman's territory will have to be less in area to enable him to make all these smaller towns.

All this looks quite innocent on the face of it, but Wright knows it won't be long before the salesman will be wondering whether he was not a fool for acquiescing so readily, when he sees his sales mounting without the necessity of making any smaller towns.

Every salesman has a constitutional aversion for small towns. The sales manager who refuses to admit this has never had to make them.

Wright, therefore, went to work on a little mail campaign in one salesman's territory without saying anything to the man. During the sales convention, some weeks after this, he arose before the men one morning and told them of his plan, but did not name the territory. He described the mail matter that had been used, the size of the towns covered, and said:

"The experiment covered just ninety days. Result—twenty new accounts!"

Then he named the territory, but not another word was said. Before the convention was over the salesman came around.

"Mr. Wright," he said, "you've convinced me on the advertising plan for small towns. I'll go to it and work them by mail as you desire, and just as soon as the business justifies it, I'll make personal calls."

The educational plan of the company aims to get the right ideas into a man's consciousness at the beginning. He knows the population of the country must increase every month and year, and that if he is to cover his territory efficiently the geographical area of it must contract. This knowledge keeps his attitude right toward the company.

ORGANIZATION OF THE DEPARTMENT

The E. & W. sales department organization is well developed. The director of sales is in charge. Under him are eight sales managers in charge of the United States sales districts: New York, Philadelphia, Chicago, Boston, Cleveland, Atlanta, San Francisco and Los Angeles. These men are located at the branch offices. Under the district sales manager are the salesmen in each territory.

No salesmen are hired at Troy by Mr. Wright. Each district sales manager hires and trains his own men. Consideration for the new man's attitude begins with the application form that he is asked to fill out. This has spaces for the usual questions, such as physical qualifications, previous experience, education, references and other essential points. In addition to all this one complete page of the application form is set apart upon which the applicant is asked to write a letter to the company "briefly setting forth the reasons why he desires a connection with this house; why he thinks he would make a successful representative, and why he wishes to change his present position."

The psychology of this will be apparent to every sales manager.

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Thus attitude is made to seem important to the new man before he goes to work. What the applicant sets down in this space becomes the text of his training.

CONSTANT TRAINING OF SALESMEN

In less than eleven years Wright has traveled from the position of junior salesman to director of sales of his company. He said to PRINTERS' INK:

"My whole experience has been in the selling field. From a clerk in a retail store I went into one of the city territories for E. & W. As soon as I knew my territory the first thing I did was to study the various economic factors related to retailing, such as store management, advertising, special sales, circularizing, turnover, perpetual inventory, and similar subjects. My only thought was to be as well posted as possible on every subject my customers might be thinking about.

"Not long after this my first

big promotion came to me. I was made manager of our Chicago sales district. It was a big responsibility for a young man. The first thing I did was to buy every book I could lay my hands on that dealt with the subject of sales management and the handling of salesmen. Many of these books I have yet and still read them."

Wright not only believes in education and training for the new man but in continuing the educational process indefinitely. This the man will do himself if he starts out with the right attitude toward his work.

The success of a new man is often indicated by the attitude of his customers toward him.

"We watch this closely," Mr. Wright explained. "When an out-of-town retailer comes into one of our branches, we aim to ask him if 'our Mr. So-and-So has called on him yet.' Sometimes he will consider a moment, and say, 'Yes, I believe he did.' That isn't very favorable to a new man.

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

If on the other hand he says, 'You bet he did. Say, that fellow is all right,' we take that as a pretty good sign that the salesman started out with the right attitude toward himself, his house and his customer.

"This question of attitude goes right back to fundamentals. When I was on the road, I gave more time to impressing the dealers I came in contact with than Earl & Wilson wanted to help them succeed in an all-round way than I did to impressing them with what I wanted them to do with my orders between calls. Whenever a dealer mentioned to me that he had a few humidors he could not sell, or he wondered how much other dealers spent in advertising, I tried to suggest how he could move the humidors or told him all I knew about retail advertising appropriations. If I could not help him, I carried a notebook in which I recorded the whole item, with name and address, and I never lost sight of that item until I found the information for him, if I had to ask a dozen dealers. When I came across a dealer who had been able to move a bunch of humidors by means of some novel stunt, I sat down and wrote my man a letter immediately and told him all the details.

"Retailers remember service like that long after they forget that you let them beat you at golf or that the last shipment was a month late."

W. J. Stephens Joins Carnation Milk Co.

Waiter Jay Stephens has joined the executive staff of the Carnation Milk Company, Chicago, in the capacity of assistant advertising manager. Mr. Stephens has been associated with the Addressograph Company for the last five years and previously was advertising manager of James H. Rhodes & Co., Chicago.

Wallace Motor Account for La Porte & Austin

The Wallace Motor Products Corporation, New York, will place an advertising campaign through La Porte & Austin, advertising agency, New York. Copy for this account is now appearing in automotive trade publications.

F. R. Barnard, National Advertising Manager, Street Railways Co.

F. R. Barnard has been appointed national advertising manager of the Street Railways Advertising Company, which organization he rejoined a little over a year ago as Western advertising manager. Mr. Barnard will divide his time between the New York and Chicago offices.

This is his twentieth consecutive year in national advertising work, which began with the Butterick Trio, where he was for five years assistant to the advertising manager.

From 1906 until 1915 Mr. Barnard was in the sales department of the Street Railways Advertising Company, during the later period as Eastern advertising manager.

The next three years Mr. Barnard was vice-president of the George L. Dyer Company and the following year advertising director of Hearst's newspapers.

Mosstwin Account with Dyer Agency

The Mosstwin Company, Inc., New York, designer and builder of automatic machinery and manufacturer of snap fasteners and metal goods, has put its advertising account in the hands of the George L. Dyer Company. Copy is now being prepared for a campaign on "Auto Spring Twin Snap" fastener. Rotogravure sections of a list of newspapers and women's publications and trade papers will be used in this forthcoming campaign.

Ruggles Truck Account with McKinney Co.

The Ruggles Truck Company, Alma, Mich., and London, Ont., a new organization headed by Frank W. Ruggles, who was formerly president and general manager of the Republic Motor Truck Company, has put its advertising account in the hands of the McKinney Company, Chicago. A national campaign will soon be undertaken. Periodicals, newspapers and vocational publications will be used.

Arthur S. Moore Leaves "McClure's Magazine"

Arthur S. Moore has resigned as vice-president and advertising director of *McClure's Magazine*, New York. Mr. Moore has made no announcement regarding his plans for the future.

Aubrey Succeeds Gibson on "Cosmopolitan"

James T. Aubrey has been appointed western manager of *Cosmopolitan*, to succeed Stanley V. Gibson, who has taken charge of the Western territory for the Butterick Quartermasters.



A Service

of increasing proportions and unique importance is being rendered by the JOURNAL in the following departments:

Care of Children

By Marianna Wheeler

Home Building and Decorating

By Minnie Francis

Fashions and Dressmaking

By Martha Evans Hale

Knitting and Crocheting

By Margaret Kingsland

Cookery Problems

By Marion Harris Neil

Food

By Dr. C. Houston Goudiss

Entertainments

By Esther White

Little Gardens

By Lewis E. Thiess

Wild Life and Bird Protection

By Thornton W. Burgess

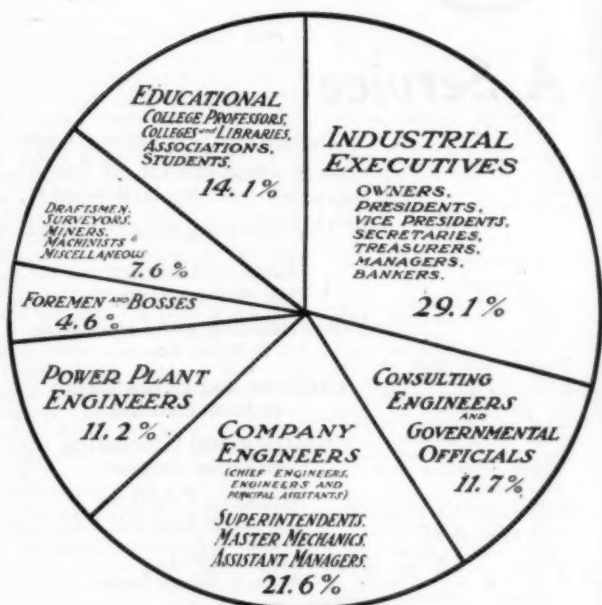
Household Discoveries

By L. Roy Balderston

The People's Home Journal
NEW YORK

For 35 Years the Magazine for Every Member of the Family

One out of Three



These figures are obtained from the classification of the combined circulations of American Machinist, Coal Age, Chemical and Metallurgical Engineering, Engineering News-Record, Engineering & Mining Journal, Electrical World, Electric Railway Journal and Power.

The 11 McGraw-

e *is* an *Executive*

Practically one out of every three readers of the McGRAW-HILL weeklies is an OWNER, PRESIDENT, VICE-PRESIDENT, SECRETARY, TREASURER, MANAGER or BANKER.

It is important for your advertising to reach the superintendents, engineers, master mechanics, foremen, bosses, etc.,—the technical men. Goods are bought to meet their specifications, new machines or materials must have their O. K.

Through McGRAW-HILL publications you directly reach these men.

But bear in mind that McGRAW-HILL publications not only reach the men who represent and serve the buying power, but men who actually *are* the buying power. In many cases they reach the owner of the company. They reach the administrative officers. They reach the financial men behind the company. They reach the chief executives—the manager and his immediate aids.

Twenty-nine and one-tenth per cent. of the circulation of the McGraw-Hill weeklies are men of this executive, administrative and financial group.

Power
Coal Age
Electrical World
American Machinist
Journal of Electricity
Ingenieria Internacional
Electrical Merchandising
Electric Railway Journal
Engineering News-Record
Engineering and Mining Journal
Chemical and Metallurgical Engineering

McGraw-Hill Co., Inc.
Tenth Avenue at 36th Street
NEW YORK

Hill Publications

Try it out in Representative Milwaukee

More Sales in the Milwaukee Market

You can make certain of steadily increasing sales for your product in the Great Milwaukee Market. Let The Journal carry your sales message into four out of five of Milwaukee's English-speaking homes and stimulate the demand for your merchandise.

You can take full advantage of Milwaukee's tremendous buying power by concentrating your advertising in The Journal. And you can do it at one cost, surely and economically, by the use of The Journal exclusively.

Write today for particulars of The Journal plan of market analysis and-dealer cooperation.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York

Chicago

Can the Jobber "Sell" Advertising to the Dealer?

Large Wholesaler Plans to Complete Tie-Up Between Manufacturer and Dealer Handling Advertised Products

By Arthur Cobb, Jr.

IT is well known that many manufacturers are openly and frankly dissatisfied with jobber distribution. And it is rather significant that the majority of the manufacturers expressing such sentiments are among the most extensive users of advertising.

In some cases the manufacturer has already gone so far as to commit the "overt act" of eliminating the jobber entirely from his distributing plan. If the field is one in which jobbers are powerful, such action is sure to precipitate a lively rumpus. The spectacular affray now on in the grocery field is only one of a number that have preceded it. More will probably follow unless something happens to change the attitude of a number of jobbers who play a part in the distribution of nationally advertised products.

Such considerations may or may not have prompted the recent action of the Gibson Company, large automobile accessory jobber, of Indianapolis. This company, according to J. M. Bloch, general manager, has felt for some time that a closer tie-up between the dealers' selling efforts and the manufacturers' advertising plans would result in greatly increased sales of advertised products, to the benefit of all concerned.

"The trouble with most plans for accomplishing this," said Mr. Bloch, "seems to be that they are generally conceived with a kind of enthusiasm that cools off very quickly as soon as real or fancied obstacles are met. A high-powered salesman comes in, explains his house's advertising plans, addresses our salesmen, shows how with a little extra effort we can double or triple our sales in his line, loads us up with a big stock, and departs. For a while we do pretty well with the article; then

something happens. Maybe the enthusiasm of the men begins to wane, but if so, who can blame them? Even enthusiasm has to have something to feed on to keep it alive, particularly where there are a thousand and one other articles to consider.

EFFORT MUST BE A UNITED ONE

"If there is one thing about this that our experience has taught us, it is that such plans for sustained selling efforts simply cannot be carried along by their own momentum. We and our men need, and must have, constant help, suggestions and co-operation from the manufacturers. This means that the manufacturers have a load of responsibility in this connection as well as we. However, we realize that many manufacturers are prepared to give a great deal more help than many jobbers are prepared to take advantage of. We therefore decided that if we were to reap the benefit of some of the large sums being invested by manufacturers in advertising, it was up to us to develop a logical, concrete plan for helping the manufacturer obtain, through us, intelligent understanding of his advertising plans and timely use of his display material, by the dealers.

"Accordingly, we invited the sales and advertising managers of a number of manufacturers to meet us personally here in Indianapolis, so we could explain what we had in mind and discuss our plans with them. We wanted to hear the objections, if any, and get them thoroughly threshed out before going ahead. This is important, as we are planning to spend some money on this thing, and naturally we'll feel better about going ahead if we know the manufacturers are behind us.

"We fully appreciate that one of the knottiest problems confronting the manufacturer of an advertised product is how to get his window displays and other advertising material really used and not wasted. We feel that we can effectively help, not merely to get it used, but used at exactly the right time—that is, when the manufacturer's advertising is appearing in national mediums. This will make such material doubly effective, and there is no reason we can see why any jobber should not be able to develop a logical plan for helping. He is the connecting link, directly in touch with the manufacturer, and in much closer and more intimate touch with the dealer than the manufacturer can hope to be.

"In other words, what we propose is to perform exactly the same function with respect to the advertising of the manufacturer as we do with the merchandise itself. That is, we'll 'job' it. We'll job it to the dealer right along with the goods, and see that the dealer uses it, understands it and benefits by it. We know that a proper understanding on the part of the dealer of the power of advertising will make him a better merchant in every way."

HOW MANUFACTURERS AND DEALERS WILL BE BROUGHT TOGETHER

The details of the plan worked out by the Gibson Company are described in a pamphlet distributed at the meeting. At first, one dealer only in each town is to be selected to receive this merchandising service. This dealer must have a good retail location, effective display windows, satisfactory credit standing, a systematic stockkeeping method, a modern bookkeeping system, and must show beyond question that he is entering into the spirit of the plan with whole-hearted enthusiasm. If he proves well supplied with enthusiasm but is lacking in some of the other requirements, the Gibson Company is willing to go to great lengths to help him. For instance, it has developed a standard bookkeeping system for retail

automobile supply stores, and is willing and anxious to establish and sell it at cost to all dealers desiring it.

Each manufacturer is asked by the Gibson Company to co-operate in two ways; first, by furnishing a complete schedule of his advertising plans for the year, specifying mediums, with dates of insertions, and, second, to supply the company an adequate stock of window trims, posters, showcards, electros, retail sales manuals, printed matter, etc. The jobbing company then goes to the dealer selected in each town and explains the whole plan carefully, giving each a complete schedule for the year, showing exactly what he is to do each week and how he is to do it. One article is to be featured by the dealer each week, the particular week selected in each case being one that coincides with the appearance of advertising for that article in national publications. All dealers receiving this service are required to co-operate as follows:

Insert window display on day and in manner specified.

Display the special article alone on top of display case.

Properly display other advertising furnished.

Insert in local papers on schedule time other advertising furnished.

Furnish Gibson Company with copy of each advertisement as run in local paper.

Display an advertisement clipped from national publication on article in window.

See that all sales persons are properly instructed in the special selling features of the article being featured.

Dealers receiving this service are also required to own a corrected mailing list of all automobile owners in the county, and to authorize a systematic monthly mailing to this list. The mechanical handling of the mailing is to be taken care of by the Gibson Company's advertising department.

"Of course," continued Mr.

Distribution in the Baltimore Market

¶ The chief problem of every manufacturer about to enter a new market is distribution. It confronts sales managers and advertising managers at every turn.

¶ To help manufacturers secure distribution in the Baltimore Market is the mission of the Service Department of *The Sunpapers*. The statistics and data compiled by this department are at your command to help you determine the shortest and most economical way—"the line of least resistance."

¶ Through the *home delivered* circulation of *The Sunpapers* you can cover the prosperous Baltimore territory with the greatest efficiency and economy because it is literally true that

Everything In Baltimore Revolves Around THE SUN

Morning

Evening

Sunday

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago.

**Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"**

Bloch, "we realize that the success of a scheme as comprehensive as this will depend mainly on whole-hearted co-operation and assistance from the manufacturers and tactful handling of the dealers also. As for the latter, we are now training twelve men for the express purpose of choosing the dealers on whom this service is to be conferred, conducting the negotiations with them and instructing them. These men will be prepared at all times to offer suggestions, superintend the installation of displays, and even to assist in sales.

"We were naturally keenly interested in the objections to our scheme expressed by some of the manufacturers at the meeting. One objection was that starting the plan by selecting only one dealer in a town would be likely to cause jealousy on the part of the others, which would react and cause trouble for the manufacturers. We fully realize the possibility of this, because there is no question that keen rivalry and petty jealousy prevail to a large extent among dealers in small towns. But we explain that there is nothing to prevent other dealers in a town, so far as we are concerned, from receiving the same service direct from manufacturers and eventually from us whenever they are willing to qualify. We merely feel that it will be best to limit our efforts to one dealer until the scheme is more fully developed and we have had a chance to learn from experience with it ourselves.

"Some manufacturers announced they would not agree to ship us bulk consignments of their display material, etc., because they have a rigid policy of keeping an exact record of where every bit of it goes. Also, some of them make a nominal charge for it, to prevent waste. We feel that where it is insisted upon, we can satisfactorily furnish the manufacturers with the information as to where their material is sent and how it is used. But we are very strongly of the opinion that we ought to have the full confidence of the manufacturers in

this respect, that we will take care their material is used properly and not wasted, because the whole success of the plan is wrapped up in the prompt and timely handling of the displays.

"We know from experience that no matter how good their intentions are, the manufacturers cannot guarantee the fulfilment of this requirement. This is at once the most vulnerable and the most important link in the chain. The stuff simply must be there on time; otherwise the plan will not function. To put it another way, we believe that if we are able to 'job' merchandise satisfactorily, we are able to do the same thing with the advertising plans and material that pertain to that merchandise."

British Trade in July Breaks Monthly Records

An increase of £72,136,000 in exports of British products over 1919 during the month of July and an increase of £6,091,000 in imported merchandise which was re-exported sums up Great Britain's foreign trade figures for the month according to figures just made public by the British Board of Trade. Imports during the month amounted to £163,417,000 as compared with £153,140,000 for the same period in 1919. Exports during the month totaled £137,451,000 as compared with £65,315,000 for the same month last year.

The above figures exceed any previous monthly record in England's trade.

United Cigar Stores Interested in France

George J. Whelan, president of the United Retail Cigar Stores, who has returned after a three weeks' stay in Paris, has declined to discuss the negotiations which he had been conducting with the French Government. He made it plain, however, that these did not in any way include the French tobacco monopoly but instead had to do with the extension of the United Retail Stores chain in France.

Three New Accounts for Deatel Agency

The Delion Tire & Rubber Co., Baltimore, Md., Strouse Equipment Co., Philadelphia, and the Quixet Garage Sales Co., Pittsburgh, have put their advertising accounts in the hands of The Deatel Advertising Service, Baltimore.

HIGHLY CONCENTRATED CITY CIRCULATION

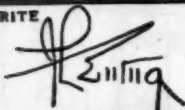
IN NEW ORLEANS

The leading commercial center of the South—the second port of the U.S. A cosmopolitan city—a highly active buying and selling market—responsive to advertising.

Suburban New Orleans is too limited—too scattered to reach economically. Concentrate on city circulation. Advertise in the States. You will get more prompt returns at a lower cost.

Want More information?
We'll Gladly Furnish It.

WRITE

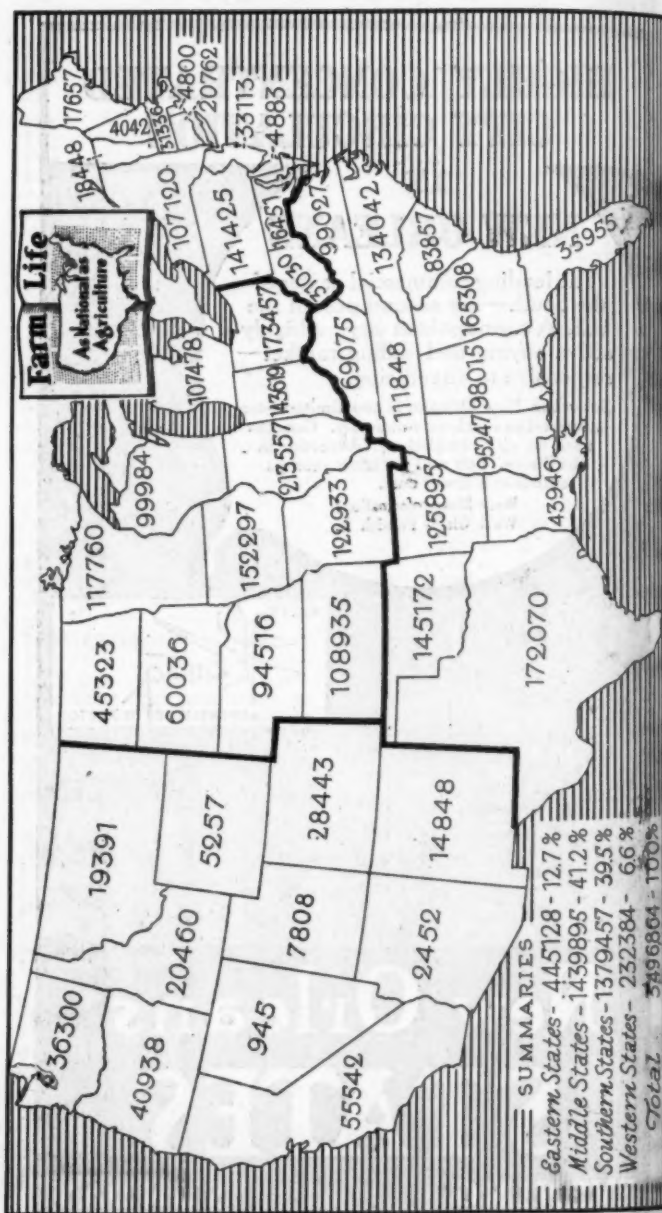


ADVERTISING DIRECTOR

New Orleans STATES

EVENING

SUNDAY



Use Farm Life with

Use Farm Life with Sectional Farm Papers

This map shows the even coverage—and the excellent density of circulation to be obtained by using Farm Life in combination with the leading state and sectional farm papers.

Consider that you get this evenly distributed Farm Life circulation—750,000 circulation after January 1st.—for \$5.00 a line, \$2250.00 a page.

You do not pile up excess circulation in certain terri-

ories. There are no thin spots where you get less coverage than you want

This map is made by combining Farm Life's circulation with the circulation of the largest state and sectional Farm Papers.

But Farm Life does not wish to express any opinion as to the relative value of state farm papers.

We have many more maps on the use of Farm Life equally interesting.

SPENCER, IND. Farm Life

The Farm Life Publishing Company

THE JOHN M. BRANHAM COMPANY

Special Representatives

New York	Chicago	St. Louis	Kansas City	Detroit
	Cleveland	Atlanta	San Francisco	

WHAT MAKES A GREAT NEWSPAPER?



Gaar Williams has been a member of the famous "Idle Ward" of The News for years

A good medium must be a good newspaper *first*

The cartoon tells the story where the reporter fails to register. The interpretation of events of unusual interest in the daily cartoon of The News, probably reproduced as often as that of any other paper in the country, is an index to the editorial excellence of the paper. The hold of The News on the people of Indiana is realized when one studies the paper as a newspaper and not as an advertising medium.

The Indianapolis News

First in National Advertising in Six-Day Evening Field

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

1914-1920—Has Your Advertising Really Bridged the Economic Gap?

Public Takes Quality More or Less for Granted Now, But It Does Want to Know of the Manufacturer's Justification of Prices

By Horace Holley

SO far as the underlying sales plan is registered by the appeal developed in advertising copy, it would appear from a careful comparison of typical advertisements run in 1914 and typical advertisements being run today that very few sales organizations have really bridged the gap 1914-1920.

Most business executives are still unconsciously possessed by the "back to normal" idea, as if the entire effect of these six tremendous years had been to throw the country into a state of tension, which will in due time relax, instead of driving a deeper plow through every field of activity, which in consequence must be resown and cultivated.

This is probably due to the fact that attention is concentrated upon the abnormal *material* conditions which always follow a hard-fought, prolonged war.

On the sound principle that what goes up must come down, as well as the witness of history itself, the average business man knows that inflated currency will eventually be deflated, fluctuating foreign exchange will eventually be stabilized, blurred class lines redrawn, and labor unrest in due time made to settle down. All these conditions have been analyzed and charted.

But the most important effects of war periods cannot be charted. They are psychological—the expression of new mass wants and convictions.

From this point of view, what is the *real* difference between 1914 and 1920—the difference which offers to advertising its strongest appeal, if not to any sales plan its soundest basis?

The daily newspapers during the past few months have supplied many specific examples: the employees of a large steel plant have served notice on the local Chamber of Commerce that unless the retailers lower prices radically the employees will organize their own facilities for retailing staple goods. The textile workers' union has announced that it will establish a clothes factory to prove that the high cost of clothing is not due to high wages but unnecessary selling costs. A Connecticut town of 25,000 inhabitants has organized a Community Co-operative Association, capitalized at \$100,000, to distribute food products to members at cost. It already sells at about 15 per cent below other local rates, and in addition will pay members a fair dividend at the end of the first year. Thousands of people in New York City are buying their apartments co-operatively—displacing the landlord, a retailer of living quarters, one of the oldest and most conservative businesses in the world.

All these examples boil down to this fact: while in all parts of the country people want more goods, and goods of higher quality than ever before, they have so balked at high *selling costs* that many producers of staple lines have been compelled to market much of their output direct. The country to-day is more interested in prices than in presidents. The advertising appeal that misses this, misses and real heart of the consumer.

People have discovered that by simply refusing to buy at high retail rates they can obtain the same goods later on at practically *wholesale* prices.

An extremely dangerous habit, or a wonderful new opportunity for the alert sales manager—according as you interpret the event. From either point of view, a very significant occurrence. *From now on, people will favor the brands which are burdened with fewest sales costs.*

It can be argued fairly, of course, that the combination of circumstances which made this particular buyers' strike possible may never recur again. They may not—but the fact remains that the public has learned a lesson in applied economics it will never completely forget.

Moreover, there is this principle to consider: that the public only acts on one idea at a time. The "one idea" at the moment is lower prices—and the public has a way of admitting that a thing is logically impossible, while at the same time actively bringing it to pass in its own illogical but effective manner. And in the long run, business and industry invariably re-act to the public *wants* stronger than to their own logical habits.

So applying the new force of determination working for lower prices to the big sweep of industry, we get another glimpse at the real difference between 1914 and 1920: that 1914 definitely ended a period when every effort was bent on decreasing the costs of *production*, while 1920 definitely begins a period when every effort will be bent toward decreasing the costs of *distribution*.

The average person to-day is thoroughly aware that staple commodities can now be produced at a fraction of their cost twenty or thirty years ago, while their sales costs are still quite relatively the same. The next field for American inventive genius to develop is our machinery of distribution. The retail store is likely to get quite as much attention during the present era as the factory received during the era now closed. And does anybody doubt that equally revolutionary results will be achieved?

Each of these two statements of

the difference between 1914 and 1920 shows the gap which advertising, to remain really efficient, must somehow bridge.

Up to 1914, the function of advertising was to establish *quality* in manufactured products. The pioneers of the "trade-mark" era realized that what people wanted most was *quality*—quality of material, of workmanship, of design—quality they could rely on confidently from year to year and recognize at a glance when selecting goods.

In 1920? Americans have come to take quality for granted. They yawn at the advertising which continues to grow excited about it. They know that production methods have become so standardized that, as one man put it: "Nowadays any old mechanic can build a perfectly good motor car."

But nobody—at least in my immediate vicinity — is yawning about *prices*. What the pioneers of the new business era will realize consequently is that people merely expect quality—they want lower prices.

PEOPLE WANT TO BE TOLD WHY

Hence appears the new function of advertising. Advertising must take up and sell, one by one, every factor that enters into the price a product sells for, just as in the previous period advertising took up and sold every factor affecting quality.

To be efficient according to the 1920 standard, advertising should be prepared not only to justify every cost item from factory to counter—it should be prepared also to *eliminate many items still considered justifiable*.

Public opinion is ready and waiting to co-operate in the solution of this seemingly impossible task. Public opinion is the strongest power in the world. Advertising is our strongest instrument for making contact with that power. Above anything else public opinion wants lower prices. I cannot believe that the task will not be accomplished fairly definitely during the next four or five years.

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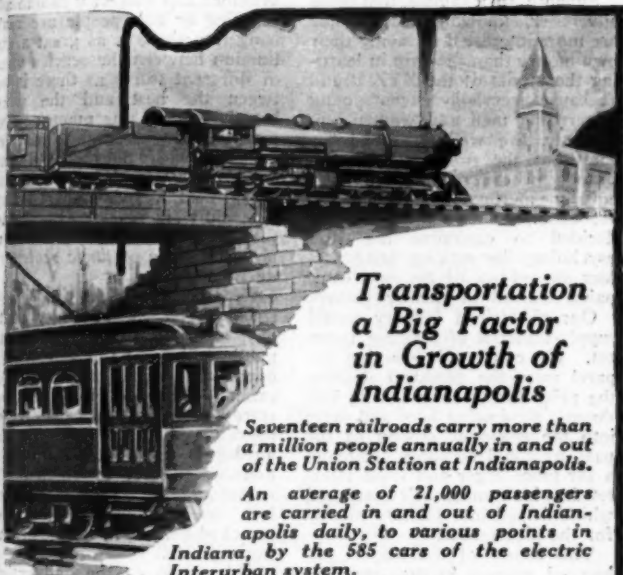
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Transportation a Big Factor in Growth of Indianapolis

Seventeen railroads carry more than a million people annually in and out of the Union Station at Indianapolis.

An average of 21,000 passengers are carried in and out of Indianapolis daily, to various points in Indiana, by the 585 cars of the electric Interurban system.

Two hundred and eighty-four street cars carry more than 290,000 passengers daily over the city's streets.

Transportation such as this has been a big factor in bringing thirty-one new industries to Indianapolis the first six months of this year.

It has helped to give Indianapolis the largest per capita buying power of any American city, and to make it the thirteenth city in total retail business transacted.

It has also helped the advertiser and the reader to obtain full value from

The Indianapolis Star

Largest morning and Sunday circulation in Indiana

Eastern Representative—Kelly-Smith Co.,
Marbridge Building, New York.

Western Representative—John Glass,
Peoples Gas Building, Chicago.

THE SHAFFER GROUP

Indianapolis Star

Rocky Mountain News Denver Times

Terre Haute Star Muncie Star

Louisville Herald

Chicago Evening Post

314,194

is the
present

population of
Indianapolis—

a gain of 34.5%

Suppose, for example, that some advertiser, knowing that people are more interested in saving their own money than they are in learning the merits of the XYZ Brand (because everybody except young advertising men and women, apparently, are well aware of the fact that the first four or five brands in every line are pretty equally meritorious) — suppose, for example that some advertiser decided to capitalize the 1920 psychology by making price factors the subject of his next campaign instead of quality factors.

Our old friend History would supply material of thrilling interest. He could (if feminine apparel were the product) develop the price factor from the fig leaf down. By dipping here and there into the economic stream of the past, he could certainly command a far more eager and vivid interest than his competitor's campaign, which delved into History merely for the picturesque.

This aspect of the subject exhausted, suppose he then proceeded to work up his real climax—a discussion of all the factors making up the product's current price.

He could talk with considerable pride about his production costs—since these represent the economies due to modern large scale production equipment. He could talk confidently enough also about his labor costs—since these, even if high, represent the American standard of living. That part of his sales costs invested in securing retail distribution—including advertising expense—he could capitalize easily enough, since only through wide distribution can we have large scale production.

But what would he remark about the difference between *factory price* and *counter price*? Would he dismiss the subject by proving that the difference in his case was no more than the difference in the case of his competitors? Would he be satisfied to compel people to realize that in the case of this entire industry, retail prices are practically determined by the sales costs of the *least efficient* retail stores?

Whether this subject gets into advertising or not, people are realizing that there is as great a distinction between the service value of different stores as there is between the best and the worst brands of the same manufactured product. The 1920 state of mind is separated from the 1914 state of mind once and for all in that the present temper is based upon a rapidly increasing knowledge that *small scale distribution* has no place in a day of *large scale production*.

If, then, through timidity or sheer inertia, the producer of today cannot cross this gap, the public will cross the gap over its own bridge. If manufacturers cannot eliminate low turnover stores, the public can—by co-operative buying. Co-operative buying is a threat to inefficient distribution, not to efficient distribution. It is the consumer's last line of defense—and entrenched behind it, his position is impregnable.

Meanwhile — the advertising which recognizes the power of the price protection appeal—the advertising which is based upon a sales plan actually favoring the efficient rather than the inefficient distributor—the advertising which in other words really bridges the gap between 1914 and 1920—will be working with a tremendous current of economic as well as emotional force. The producer employing this advertising will have the same advantage over his competitors as the producer with large scale equipment had over factories without it a generation ago.

Baker Agency Has Bloomfield Account

The William Henry Baker advertising agency, Cleveland, has secured the account of The Bloomfield Company, Cleveland, manufacturer of skirts. Trade papers and direct mail will be used.

W. H. Putnam with Boston "Evening Record"

W. H. Putnam has been appointed director of advertising of the Boston *Evening Record*.

THE retailer caters to
his *influential* cus-
tomers.

The manufacturer who
advertises to the in-
fluential classes is talk-
ing to the only people
who can sway the dis-
tributor.

New York Theatre Pro-
grams reach all the peo-
ple in New York with
real dealer influence.

*Over a million and a half a month
concentrated on the best people in
New York—The largest volume of
class circulation in the world.*

New York Theatre Program Corporation

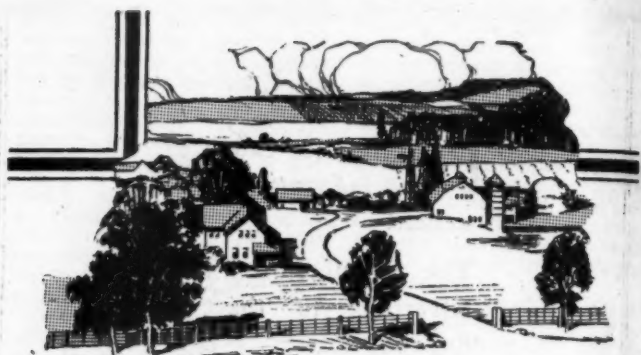
Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO
406 Tower Bldg.

BOSTON
Little Bldg.

SAN FRANCISCO
Crocker Bldg.



200 ACRES

That's the average size of the farms operated by FARM AND HOME subscribers. And 78% own their farms. The average in the U. S. is only 138 acres—the average ownership but 62% — emphasizing the prosperity, the buying power, concentrated in the great FARM AND HOME market of 650,000 circulation.

The farm owner, especially if he owns a *big* farm, has the greatest ability to buy because he has the largest unmortgaged surplus. He is constantly improving his farm with silos and permanent fencing, with tractors and other farm machinery.

And with his wife he is continually improving his home with electric lights and modern plumbing; with washing machines, vacuum cleaners and electrical devices.



There are many more reasons why you should use **FARM AND HOME**. Here are four:

1. The average **FARM AND HOME** subscriber owns 11 dairy cattle; the average over the U. S. is 4.
2. The average **FARM AND HOME** subscriber owns 23 hogs; the average over the U. S. is 13-4.
3. The average **FARM AND HOME** subscriber owns 123 fowl; the average over the U. S. is 53.
4. —and one in every two **FARM AND HOME** subscribers owns an automobile.

Know This Market

We have presented only a small part of **FARM AND HOME'S** story—get the rest from your advertising agent or from us. Write to-day.

FARM AND HOME

The National Monthly Magazine of Rural Life

PHELPS PUBLISHING COMPANY

Member A. B. C.

Springfield, Mass.

Chicago

New York



The **LARGEST PAPER**
In the State of Connecticut

The
HARTFORD
Sunday
COURANT

The **LARGEST**
MORNING PAPER
In the State of Connecticut

The
HARTFORD
Daily
COURANT

Gilman, Nicoll & Ruthman
 REPRESENTATIVES
World Bldg. Tribune Bldg.
New York Chicago.

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Taking the Backfire Out of Complaint Settling

Back Your Merchandise and You Create More Respect for It, Is Ingersoll Plan

By Edward T. Tandy

EVER since the famous motto, "The customer is always right," came out of the City of Brotherly Love—or was it the city with the "I Will" motto?—the readiness of big houses to take the blame and bear the cost has been one of the features that distinguish American business. Times are changing.

Building good will is recognized, of course, as the basis of the complaint handling department in every business. But there is now a strong tendency toward the belief that it is possible to be too prompt in settling without question in every case, and that often this generous method has the reverse effect of that it is intended to produce.

To the surprise of some of their practiced customers, even many of the big retail department stores are developing an interesting willingness to imitate the worm. Formerly most of them would exchange goods on complaint practically without reference to time. Not long ago they set a time limit of ten days after purchase. Now the time limit has been reduced to three days.

Manufacturers are setting the example. They have discovered that not standing firmly behind their goods sometimes produces a dangerous backfire. Instead of the disgruntled customer being pleased, as it was thought he would be, it was found that he often went around saying, "Bah, these people know the sort of stuff they turn out; they'll take it back any old time without a murmur—try 'em!"

One of the concerns to find that there is a limit of complaint endurance beyond which it does not pay to go is Robt. H. Ingersoll & Bro., makers of the Ingersoll watches. Experience showed

them, they say, that there are people whose good will is not worth the price, and to work on the theory that it might be, results in weakening instead of strengthening good will.

Thereupon, the watch firm remodeled its complaint and repair departments, combined them and named them the "Guarantee Service Bureau." Experts deal with every complaint on its merits and blame is no longer accepted without question. Mario Diedrich, head of the bureau, says that the new method is not only giving practically 100 per cent satisfaction to customers, but has vastly increased the dealer's respect for Ingersoll watches.

JUSTICE IS NOW MORE ACTIVE

Always a generous house in "making good," Ingersoll would formerly exchange a watch or repair it without question and without charge, almost without time limit, unless the damage was obviously due to misuse. To dealers it was, if possible, even more generous. The dealer had merely to return watches and get new ones.

The result was that in many cases when a purchaser wanted to complain, he did not have to. He merely went back to the store where he bought his Ingersoll and could get a new movement. The dealer would put the damaged movement into the back and rim that had been on the new watch and turn it in for exchange.

Now even the exchanges from dealers have to pass the scrutiny of the expert appraisers—and in every case the house of Ingersoll stands solidly behind its watches and its appraisers. If the fault is due to misuse, the house will no longer replace or bear the cost of repair.

The problem of this watch firm is peculiar and the method of handling it extremely interesting. Its intricacy would be bewildering without some such rigid system as is followed. An idea of its magnitude may be gathered from the daily averages of more than 300 letters and 300 watches—many of them with no other indication than the postmark to show where they come from, whose they are! Yet the "complaint" department has been brought to so fine an edge that, according to Mr. Diedrich, it not only unquestionably builds good will, but is almost self-supporting, whereas formerly it was a considerable burden.

In selling its watches, the house of Ingersoll undertakes to sell "timekeeping service" and guarantees this for a year even in its cheapest watch. Though its watches are sold all over the world, it requests that repair work be sent direct to it. This was originally for the convenience of purchasers, because watch repairers did not care to handle cheap watches.

More than 60,000,000 Ingersoll watches have been sold, and it is estimated that more than half of that number are in use. Watches of the first 30,000,000 still come in. Only the other day an Ingersoll made away back and numbered in the sixteenth million was sent in for repair!

Many of these old watches are so long out of date that repair parts were all used up years ago, and it is impossible to replace broken or worn-out parts. But it is very rare that Ingersoll writes back and says, "You've had so many years' service out of a watch that originally cost you only \$1, can't you pension the old fellow and buy a new one?" Sometimes they have to do this, but generally a watch is sent for what the cost of repair would have been had the parts been in existence. The policy of the house is to cultivate respect for Ingersoll watches.

As the letters come in they are sorted into two sections, humorously known in the department as

the "I am sending you" and the "I sent you my watch three months ago and have never heard a word since" sections. The first section is sorted alphabetically and held for the arrival of the packages with the watches which may come by the next mail or not until next day—and sometimes never. The second section goes to solve the problem of some of the poor waif watches which had no owner's name with them when they arrived, and have been waiting to be claimed ever since.

THE DETAILS OF THE TRANSACTION

When the watches come in they are first sorted alphabetically by owner's name as marked on the outside of the package. Then deft-fingered girls open the packages and, judging solely by the condition of the cases, assort the watches into four classes, "New," "Excellent," "Fair," "Worn," and place them in boxes holding a dozen, each watch having with it, neatly folded so that the watch holds them down, the "I am sending you" letter, the sender's name clipped from the wrapper of the package, and a form marked with the classification.

The watches then pass on to the expert appraisers—girls, and trained watchmakers. They test and re-assort them according to the repairs required and mark up the forms accordingly, always keeping watch and papers together. From these girls, the watches go on to others who know from the markings on the forms the sort of letter they must send to the owner of each watch. Then the watches pass on to the repairers, but the papers go to the adjusters. The watches eventually, after they have been repaired and timed, are stacked in accordance with their final assortment.

Here comes the novel side of the new Ingersoll system. Originally they repaired and sent back to its owner the watch received from him, but that method demanded infinite care in tagging and took much time. The present plan is to return at once either a new watch or one of the same assortment, "Excellent,"

Get The Facts!

About the LOUISIANA- MISSISSIPPI MARKET

TRADE EXTENSION BUREAU

A Million Boxes

One retail store here, during last April, sold 36,480 pounds of CANDY.

There's an "open market" in NEW ORLEANS alone for more than a million pound boxes of CANDY annually—not to mention the enormous sales possibilities throughout the LOUISIANA-MISSISSIPPI territory.

Incidentally, both the dealer and manufacturer in the incident mentioned above, say we "helped mightily" to sell those 36,480 pounds.

We're ready to aid YOU. Correspondence invited!

"In New Orleans—It's The Item."

THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

JAMES M. THOMSON
Publisher

National Advertising Representatives
JOHN BUDD COMPANY

A. G. NEWMYER
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle.

"Fair" or "Worn," but in perfect repair. If the owner specifies that he desires his own watch back, the old system of tagging is used; but this rarely happens. Generally the watch sent back is a better one, at least as to condition.

But if main-spring or balance-wheel shaft is broken, the owner has to pay, and the adjusters notify him to this effect as the forms reach them, and they hold the forms until the money arrives. Experience has shown that only misuse, such as letting the watch fall, will cause a broken balance-wheel shaft and only over-winding break the main-spring.

Occasionally disputes arise on this point. Sometimes they are amusing. For instance, a man will persist that his watch had never been dropped, he had never worn it, it had always stood in a stand on his dresser. But the house also persists that the watch had fallen. At last the man's wife remembers and admits that while dusting she had accidentally brushed the watch off the dresser, but did not think a little thing like that could hurt an Ingersoll, and so had not mentioned it.

Another time a man admitted his watch had had a fall, but only of about five or six inches, he said. He was invited around, and by demonstration was convinced that a little fall of that sort does not jar the feelings of an Ingersoll. In days when correspondence costs the Ingersoll "Guarantee Service Bureau" more than thirty cents a letter, demonstrations of that sort are not only more effective but cheaper. The purpose of the Bureau is to maintain service and retain friends—and also to prevent the firm from bearing unmerited blame.

While the new system found its birth in a desire for fairness and economy, the most noteworthy part of it lies in the proof it is affording of these two points. Nobody wants something for nothing—if it can't be got. A manufacturer increases respect for his product and consequently his sales if he does not fear to stand solidly behind it every time.

Tell Public Why Paper Is High

The good will of the public that is necessary for the progress of any industry can be had by paper manufacturers through the right kind of advertising. H. P. Baker, secretary of the American Paper and Pulp Association, says in a bulletin issued by that association.

"The manufacturers of paper in this country are concerned, in every angle of their activity, with supplying a product with which they desire to have the public satisfied," according to Mr. Baker, who continues: "Dissatisfaction on the part of the consumer reflects very quickly upon the producer. Beyond question one of the values of advertising is the securing of the good will of the public using the given product. Is it possible to estimate the value of good will to an industry?"

"The paper industry, as it is carried on today, is full of interesting facts and stories which, if presented in the right way, would interest the public and acquaint them with the problems of the industry. The good-will of the public can be secured by the right kind of educational work as well as by space advertising."

"The paper industry, with an annual product of the value of over \$700,000,000, should be spending something each year in gaining the good will of the public of the United States through the right kind of educational work."

Joins "The Farm Journal" in Chicago

H. D. Belcher, recently with the Housing Corporation, with headquarters at Washington, has joined *The Farm Journal's* Chicago office. Previous to the war, Mr. Belcher was a practicing architect in Kansas City.

Clarence Kain with Austin, "American"

Clarence Kain, formerly of the New York *Herald* and recently with the New York *Evening Post*, has become advertising manager of the Austin, Tex., *American*.

A. W. Neally with Geyer-Dayton Agency

A. W. Neally, recently advertising manager of the Standard Tire Company, Cleveland, has joined the staff of The Geyer-Dayton Advertising Company, Dayton, O.

L. L. Spach Represents Cone & Woodman

Lee L. Spach has resigned as advertising manager of the Elgin *Daily News*, Elgin, Ill., to become representative of Cone & Woodman, advertising agents, Chicago.



C. ALFRED KARPEN
Industrial-Educational Editor

HARRY LEVEY selected Mr. Karpen to edit Truth Productions because of his pronounced ability and wide experience.

Originally an engineer, Mr. Karpen was associated with American Bridge Company, Radio Telephone Company and the United States Government.

His advertising and merchandising experience has been equally as varied, and for several years he has been actively connected with Mr. Levey in the Industrial-Educational Film work.

It is Mr. Karpen's particular function to co-ordinate the various portions of a Truth Production into the completed film in such a manner that the advertising and merchandising appeal is presented strongly without losing the educational and entertaining features. In work of this sort, it is just as necessary to have a complete knowledge of all branches of the moving picture business as it is for a newspaper editor to know his game thoroughly. Mr. Karpen has acted in every capacity from scenario writer, camera man and director to laboratory expert and editor. He has mastered the art of humanizing cold machinery and manufacturing operations to a point where they become entertainment in its highest form. During his association with Mr. Levey he has edited over 300 Industrial-Educational films.

Truth Productions are valuable to business organizations because each step in their preparation and distribution is handled by experienced members of this organization.

Have you investigated the possibilities of this medium in connection with your work?

HARRY LEVEY SERVICE CORPORATION

*Producers and Distributors of
Industrial Educational Films*
NEW YORK CITY

Temporary Offices: 1662 Broadway
Studios 230-232 West 38th Street

"..couldn't afford to be small"

TWENTY-EIGHT line space introduced Djer-Kiss to the women of America back in 1910. Twenty-eight line space was considered entirely "adequate for a small business." Since the "small business" had to stretch its appropriation to the utmost, the advertising was confined to brief seasonal campaigns during each fall and spring.

But ambition stirred.

And then it was seen that small advertising was the only kind of advertising that this particular "small business" *could not* afford.

Right there began the growth of Djer-Kiss advertising, and right there began the larger success of Djer-Kiss itself—the steady

swell in sales—the additions one by one to the Djer-Kiss line—and the grand collapse of an honored and settled trade conviction that the popularity of a perfume could by no means outlast five years.

Publishers who sell space to perfume advertisers can thank Djer-Kiss for exploding that superstition.

Advertisers of other products who may be haunted by fancied trade limitations may well profit by the example of Djer-Kiss.

Advertising is more and more proving the imaginary character of many of these obstacles. To use advertising in this larger way is one of the greatest pleasures we get out of our day's work.

n Company New York

95 MADISON AVE.

We don't see what
we want — so we
are asking for it!

TWO, or possibly three
more periodical publi-
cations can be printed in
our plant. To maintain
our present service, any
new publication must *fit in*
with reference to size of
edition, character of work,
and date of publication.

To publishers who are
interested in possibilities
of bettering their service,
we suggest an informal
discussion of details.



CHARLES FRANCIS PRESS

461 · EIGHTH AVENUE, NEW YORK
TELEPHONE · LONGACRE 2320

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Bank Goes After Mail Accounts When Home Field Fails

Mail Savings Accounts Invited by Williamsburgh Savings Bank When
Its Neighborhood Customers Take Up Residence Elsewhere

By J. K. Novins

SAVINGS banks that advertise very naturally show a tendency to increase their services to the public. They have placed banking on a more human and humane basis. One service, however, that has not been developed to the full by most banks is the banking by mail feature. An editorial in *PRINTERS' INK* last week pointed out the opportunity now awaiting savings banks that extend this branch of their business in an adequate manner.

In New York City there is a savings bank that had an advertising committee when it was started, in 1851. For a number of years it has had a banking by mail department. It has been so successful in this branch of the business, in spite of an unfavorable location, that an account of its advertising activities would seem to be well worth while.

This institution is The Williamsburgh Savings Bank, which is regarded in banking circles as one of the strongest savings banks in the world. At present it carries the savings accounts of 120,658 depositors, and this year reports an investment surplus of \$15,514,495.30.

An interesting fact about this bank is that many of the 120,658 depositors are no longer residents of Brooklyn—the home of the bank—and reside outside of New York City. On the bank's book of depositors are names of people who make their homes in foreign parts of the globe, such as Hong Kong, East Indies, Denmark, England, Brazil, Ireland, France and even the South Seas.

"We go after depositors no matter where they are," says Victor A. Lersner, Comptroller of the bank, "and we do not wait until they come to us."

Curious to note, The Williams-

burgh Savings Bank began to advertise almost the very day it opened its doors to the public. Part of its organization from the beginning has been a Committee on Advertisements and Circulars, which, on May 8, 1851, issued 5,000 English and 10,000 German pamphlets for distribution to the inhabitants of the village of Williamsburgh. The circular preached the gospel of thrift in quite modern fashion, as may be seen from the following typical extract:

"A lady in moderate circumstances who is at first disposed to spend fully up to her income, in order that she may dress and otherwise live as well as her richer neighbor, might well pause to inquire whether she would not rather promote her interest and comfort by saving upon each bonnet and dress, or piece of furniture, a little sum, to be stored in a savings bank against the time of trouble."

ENGULFED BY CONTRARY CIRCUM- STANCE

To understand the progress of the bank something needs be known of the obstacles it has had to overcome—with the aid of advertising. When the bank was incorporated it was the only bank in the village, and it occupied a very important position in the life of the community.

As years went by the village of Williamsburgh began to lose its identity, except in name. New population centres developed and in time Williamsburgh became part and parcel of the Borough of Brooklyn of New York City. Many of the old-time residents moved to other localities.

At the same time, however, Williamsburgh served as one of the terminals of transportation from Long Island to Manhattan,

important ferry lines connecting it with the metropolis. Then a little over fifteen years ago a decisive change took place. The Williamsburgh Bridge, connecting Manhattan and Brooklyn, was opened to traffic, and this resulted in the virtual elimination of the ferries, which, in days gone by, were wont to take commuters direct to the lower part of Williamsburgh, where the bank was located. Business houses and retail stores began moving further out. Real estate values in the lower portion of Williamsburgh began to wane. Many of the residents moved to other parts of Brooklyn and Long Island.

The bank officials foresaw these conditions and they also anticipated the consequences. They saw that it was necessary to extend the bank's service beyond the boundaries of Williamsburgh.

ADVERTISING TO THE RESCUE

To overcome new conditions the bank officials decided to extend the bank's advertising programme. A banking by mail department was introduced. Advertisements were placed in newspapers published in Brooklyn, Long Island and even in Manhattan, to reach the residents of these localities.

Then the bank extended its campaign to other mediums. More recently The Williamsburgh Savings Bank has been advertising in marine publications, designed to reach sailors and marines stationed in navy yards, aboard vessels in foreign waters and ports. A series of advertisements has been run in a publication circulating among a large number of veterans of the war against Germany. The bank now advertises also in theatrical publications to attract the savings accounts of theatrical folks.

Many times these advertisements, it has been found, are clipped from local newspapers and forwarded to sons, relatives and friends residing in foreign parts.

One series, now running in local newspapers, is entitled "Letters from Dad." The copy makes a strong appeal to the younger

generation. Sailor boys, when they read the advertisements in the local papers sent to them, think of home and friends, and very often they actually forward their money to start savings accounts in the Williamsburgh bank.

A typical advertisement in the series runs as follows:

"My dear Son:

"Where are you keeping your savings? You didn't mention a bank in connection with your money, so I am somewhat concerned as to how you are safeguarding it. Be sure that your savings are secured, that they will earn interest, and that your money will be available whenever the need arises.

"That reminds me of a sign I saw last fall in a farmers' bank up in grandfather's town in Massachusetts. I made a copy of it, not because the happenings described were unusual, but because they were all true, for one of the bank officials assured me that the incidents related to people who lived in that town. Here is the copy: 'John Adams didn't believe in banks, he hid his money in his old sock. A thief took the money and left the sock. Sarah Starbuck put her savings under a mattress. She still has the mattress. Sam Alden hid his money in a stove. Somebody started a fire.'

"The bank paid the victims of the robbery and fire a good sum for the privilege of using their names so that others might be spared from like folly.

"A bank is the only place to keep money and a mutual savings bank is the best place for a savings account. I'll tell you why in my next letter.

"Glad to know that there is an American Legion Post out there. That's the place to meet regular fellows.

"Affectionately,
"DAD."

Another advertisement runs as follows:

"No matter where you are you may maintain direct banking connections with The Williamsburgh Savings Bank through the United

Snappy, convincing copy characterizes the campaign for Spur cigarettes scheduled for July, August and September in The Minneapolis Tribune by the Richard A. Foley Agency, of Philadelphia. The Liggett & Myers Tobacco Company, which is distributing this line, is following out its usual vigorous policy of "putting over" a new line with big, compelling newspaper copy.

Whistle is being given great popularity in Minneapolis and the Northwest as a summer beverage by timely, attractive advertising in The Minneapolis Tribune, placed by the Whistle Company, of St. Louis, through N. W. Ayer & Sons.

Franco flashlights and batteries are being given a decided stimulus in the Northwest by a twice-a-week campaign in The Minneapolis Tribune. Picard & Co. are scheduling the business for the Franco Electric Corporation, formerly the Interstate Novelty Company, of Brooklyn.

Gomrie & Cleary, of Chicago, recently carried a well-planned line of copy in The Minneapolis Tribune for the Gervaise-Graham Company.

Koveralls, a handy house garment for women and a play garment for children, are being liberally advertised in The Minneapolis Tribune through the Advertising Service Company, of San Francisco. The July and August schedule presents a particularly attractive argument for Koveralls.

Orange Crush, that fizzy, delightful summer beverage, reminiscent of the orange groves, through two seasons of consistent advertising in the Minneapolis Tribune, has attained a high degree of popularity in the Northwest. Copy this summer has a decided appeal to those thirsty souls in search of a drink long, cool and refreshing. This campaign is being placed by the McJunkin Advertising Company.

The Kalamazoo Cerset Company has just sent The Minneapolis Tribune a pleasing line of copy through the Burnet Kuhn Advertising Company, of Chicago. This schedule should do much to popularize the Kalamazoo line in Minneapolis and the Northwest.

The Channel Chemical Company is sustaining its advertising campaign in the Northwest with another large schedule in The Minneapolis Tribune, placed by Chas. H. Fuller & Co.

Camel cigarettes are being further "boosted" in the Northwest by 560-line copy running in The Minneapolis Tribune. The M. W. Ayer & Son Agency is placing this line of business for the E. J. Reynolds Tobacco Company. The sustained schedules for Camels have made and are maintaining this line as a standard product.

The Washington Shirt Company of Chicago recently opened a store in Minneapolis and is planning for a second store next spring. The Minneapolis Tribune is being used exclusively by the Washington Shirt Company and the store's opening sale and continued business has convinced the company it needs no additional daily newspaper space in Minneapolis.

The Lord & Thomas Agency has just placed an attractive schedule in The Minneapolis Tribune for the Hewitt Bros. Soap Company. Live selling copy is being used and good distribution is assured.

Having recently announced that its saving department will be open Saturday evening between the hours of 6 and 8, the Northwestern National Bank of Minneapolis is featuring the new hours with a series of attractive advertisements in The Minneapolis Tribune, in which are illustrated the various clocks on the buildings of Minneapolis.

The Minneapolis Tribune

First in Its City

First in Its State

First in Its

Federal Reserve District

Member A. B. C.

Largest Home Carrier Circulation

States mail. Our mail department is fully equipped to handle any volume of business promptly and to your entire satisfaction."

The bank receives numerous inquiries from people residing in various parts of the United States, and to those is mailed a booklet entitled "Banking by Mail."

During the war the bank did considerable business with soldiers, sailors and marines stationed at various camps and on vessels. It recognized the human element in dealing with this class of depositors. The least bit of service was not overlooked. When a soldier boy sent a hurry call for money the amount was promptly forwarded, and pains taken to remit the money by money-order, instead of check, so that the recipient would find no difficulty exchanging for currency.

It was such service as this that won for the savings bank a strong following among soldiers, sailors and marines, and also among traveling men.

Shortly after the signing of the armistice the bank received a request for money from one of its depositors in France—an American lieutenant stationed with his unit behind the firing line. He wanted money with which to celebrate the event of the signing of the armistice, and he wanted it in a hurry. Could he have it without delay? He received the desired sum within twenty-four hours. The bank cabled the money direct.

The human touch is practised by every official of the bank, from president down; cordiality is practiced in all of its operations. Each depositor is made to feel that the bank is glad to do business with him. This is one of the prime reasons it has so many depositors, even though its locality is such that it has to go far afield to get them.

W. J. Kenney with "Market News"

Walter J. Kenney, formerly advertising manager of *Railway and Locomotive Engineering*, New York, has become assistant general manager of *Market News*, New York. He will be in charge of the service department.

Seeks Information on Special Libraries

The Special Libraries Association is collecting information, with a view to publication, upon methods used in this sort of libraries—such as subject headings, classification, cataloging, filing, circulating and routing literature, library publicity, forms of all kinds, purchasing, etc. The "special library" has been defined as "a good working collection of information either upon a specific subject or field of activity. It may consist of general or even limited material serving the interests of a special clientele, and preferably in charge of a specialist trained in the use and application of the particular material."

The committee appointed to collect the information consists of Mary R. Day, Chairman, Librarian, National Safety Council, 168 N. Michigan Ave., Chicago; Irene Warren, Librarian, Globe-Wernicke Company, Chicago; Frank K. Walters, Librarian, General Motors Corp., Detroit; Elsie L. Baechtold, Librarian, Irving National Bank, New York, and Daniel Handy, Librarian, The Insurance Library Association of Boston.

Four New Accounts for Rauh Agency

The Jennings Corporation, Pittsburgh, manufacturer of "Omac" carburetors, has appointed The Richard S. Rauh Company, also of Pittsburgh, to handle its advertising account.

Other new accounts of the Rauh Agency are the Peerless Food Manufacturing Company, Roscoe, Pa., branded vinegar and other food products; Kleber Trunk Company, Pittsburgh, maker of "Steeledge" trunks, and the Liberty Refining Company, Pittsburgh, refiners of gold and silver.

Air-Way Account with Kelley

The Air-Way Electric Appliance Corporation, Toledo, O., has put its advertising accounts in the hands of The Martin V. Kelley Company. The account will be handled by this agency's Toledo office. A newspaper and periodical campaign will soon be launched advertising this company's electric sweeper and washing machine.

J. R. Mayers Company Appoints Edwin Carlin

The J. R. Mayers Company, New York, has established a foreign-language department, under the direction of Edwin Carlin, who was formerly with Frank Seaman, Inc., New York. More recently Mr. Carlin has acted as counsel to foreign-language publications.

Allen Glove Account for Meredith Agency

The Allen Glove Company, Gloversville, N. Y., has put its advertising account in the hands of Meredith & Co., Inc., Troy, N. Y.

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Each dot on this map represents a city or town visited by the merchandising writers of this book

More than 30,000 miles to make *Readers!*

More than 30,000 miles were traveled last year by the men and women who collect the data on which articles published in this paper are based!

Every state in the union was covered once — many states, two, three or even four times!

On the average 7 cities or towns were visited in each state!

More than 350 furniture merchants were interviewed and contributed the details of the plans and methods by which they had made their business more profitable!

The editorial policy of the Furniture Merchants TRADE JOURNAL is radically different from that of any other publication in this field!

It is strictly a "Methods" magazine!

Its sole purpose is to place before its readers the tried and proven successful plans and methods of furniture merchants everywhere!

Ideas that make money for the reader when he puts them to work!

It is easy to understand why the furniture merchant reads it!

FURNITURE MERCHANTS TRADE JOURNAL

PUBLISHED BY
Merchants' Trade Journal Inc.
Des Moines, Iowa.

DRY GOODS MERCHANTS TRADE JOURNAL
HARDWARE MERCHANTS TRADE JOURNAL
New York, Chicago, Indianapolis, Boston, Rochester

How many corporations are there?

351,426

(Of the 351,426 corporations 232,079 make a profit and 119,347 make no net profit, according to the last government report.)

SYSTEM

The Magazine of Business



HE'S too close to his own business," something most men try to avoid. SYSTEM helps them do it. That's why SYSTEM'S circulation is growing to a Quarter Million. Notice the perspective in the September issue.

Samuel M. Vauclain, president of the Baldwin Locomotive Works, went abroad to sell locomotives. He wrote his friends and associates about business in Europe today; extracts from these illuminating letters have been secured for September SYSTEM.

John Golden, producer of "Lightnin'," writes, "What the Theater Has Taught Me About Selling."

There are articles by John Hertz, general manager, Yellow Cab Co., A. B. Farquhar, president, A. B. Farquhar Co. Ltd., and A. C. Barrow, president, Jobbers Overall Co.

Get your copy of September. It will show why SYSTEM is rapidly covering the whole Business Market.

**rapidly covering
the whole
business market**

A Peek Inside

How often have you wished that before selecting your media you could study its pages for a few days, taking a slant at the news and editorial policies, and learning something of the men behind it?

You would invariably select the publication with an opinion of its own and the courage of its convictions, wouldn't you? You would at least prefer to read that kind of a paper!

And that is why the News-Times dominates South Bend and the surrounding territory. It is a paper of opinions, edited without fear or favor, and most people read it.

News-Times readers will heed your message in its columns.

SOUTH BEND NEWS-TIMES

Morning

Evening

Sunday

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE & WOODMAN, Inc.

Chicago

New York

Detroit

Atlanta

Kansas City

United Goes One Better in Its New Ricoro Campaign

Cigar and Cigarette Advertising Now a Profitable Field for Study of Methods by Which Effects Are Obtained

By Martin Hussobee

IT was once remarked that the man who could produce the something new for a cigar or cigarette campaign could sell it the same day for a million dollars. The price was put a little too high, perhaps, but otherwise it was not far wrong; the succinct phrase limned pretty accurately the situation as it then was. Advertising genius, however, will always find the way.

Unquestionably there was at one time a dearth of originality that stood out more noticeably than anything else in the cigar and cigarette advertising of the period. It did almost appear as if it was felt that the subject had been played out. Even now it is possible to find in this field campaigns in which the copy would equally well fit any other cigar or cigarette with hardly a change other than that of the name.

But in the realm of joy-weed advertising to-day invention is mighty far from being dead or even, it would seem, ready to pause for breath. Instead of that, fine work is on the increase, like smoking itself. The new idea is being hit upon with frequency and with brilliance. It is clear that real thought is being given to the creation of this work.

A glance through any of the current newspapers or magazines will show that cigar, cigarette and pipe-tobacco advertising to-day presents an interesting and useful field of study. All who are looking for novel methods and striking ways by which appeal is made to different sections of the same great market and how, say, the opposite extremes, low price and high quality, or their intermediates, are expressed, will find in these advertisements how plainly the desired point can be put over, either by style of copy or by atmosphere in the art-work.

For notable illustrations of the extremes, one has only to recall the striking Pall Mall and Murad color-page campaigns at one end, and at the other those effective campaigns with the slogans, "Ask Dad, he knows!" of Sweet Caporals and "It's toasted" of Lucky Strike. Among the intermediates, the "speaking" photographs now being seen of the Chesterfield "They Satisfy" do not by any means let themselves be overlooked, and until "Shorty" got to work the other day the Camel's camel threatened to become more noticeable in the land than horses on Fifth Avenue.

In art-work, men's hands are being used with great effect by the Bobby Burns cigar and the Girard cigar. Men have come to know the market value of well-shaped hands and properly manicured finger-nails. The suggestion of quality made by the employment of good hands in halftone gets over irresistibly. The pictures here are more eloquent than words could be. The merest glance gets their story.

THE DISTINCTIVE RICORO CAMPAIGN

Among the new work worthy of attention is the Ricoro campaign of the United Cigar Stores Company. This is now running in large space, 210 lines on five columns, in New York newspapers and is shortly to start in Boston and possibly follow in other large cities of the East covered by the United. Here one sees an old campaign revived and continued, but in a form that makes it new, and there is certainly no missing it on the page where it appears. Also it is read; reading these advertisements, in fact, becomes a habit among men, because each advertisement has a story interest that holds.

The new Ricoro campaign is

based on the two former well-remembered campaigns, "Who Discovered Ricoro?" The first of these was run in 1917 and was so successful that the original total of twelve advertisements was doubled and then again increased. Last fall the second campaign

the United Stores gives the company an instant and accurate check on the results produced by its advertising—and if sales do not jump from the first moment, the advertising does not come up to the United's criterion of success, and it ceases right there.

This time the former caption, "Who Discovered Ricoro?" is omitted and the noticeable new feature is the new scheme of design. In the earlier series the illustration occupied the upper part of the advertisement. In the latest series, a book, rather larger than an ordinary novel, lies open diagonally across the top and occupies two-thirds of the space.

The pages of the book are numbered, but only for the sake of realism; there is no significance in the numbers. At the head of the right-hand page, in imitation of book form, is the title, "Tales of Ricoro." The two pages contain the "Tale," starting with a picture and a caption as if the heading of a new chapter, and the whole is set parallel with the top edge of



Suave as later you'll discover Ricoro—and the tastiest you find, too it's delicious & the mildest, richest cigar you have ever smoked. Ricoro is a beautifully-made, imported cigar. It sells at popular prices only because it comes from Puerto Rican soil.

You have heard tales of cigars that stand alone in goodness, in quality and in economy—but this tale Ricoro tells is verified for by countless thousands of satisfied American smokers.

A dozen cigars and more—10¢ to 25¢.

Sold only in United Cigar Stores—"Thank You!"



UNITED CIGAR STORES

THIS STYLE OF ADVERTISEMENT IS FOLLOWED IN CURRENT
RICORO SERIES

was run, renewing the discussion of "Who Discovered Ricoro?"

The policy of the United Cigar Stores Company as to advertising is to produce immediate sales in its stores. It does not seek good will except indirectly. What is wanted is first to secure a prompt return by sales, and second, to establish the brand advertised. But to-day's advertising must pay for itself to-day, or to-morrow at the latest. There will be other advertising to take care of the future when the future is here—with it may be, entirely new brands; who can tell?

The system of checking sales in

the book, which completes the illusion without putting the lines at an angle difficult for the eye.

The "Tales of Ricoro" are so brightly written that each forms a good story and effectively puts over the quality of the cigar, though almost without a direct word about it. Here is a sample of one of the "Tales":

"A True Fish Story."

"Opinions differ as to just who discovered Ricoro Cigars," declared the executive, "but I have always handed the palm to a fellow I met on a trout fishing trip.

"I was waiting near the bank, and in the excitement of a 'bite'

Get What You Pay For.

In Eastern cities we put storm-doors on our houses and shops in winter-time to keep the cold out. In interior Western cities lying between the Sierras and the sea they put the same kind of storm-doors on their houses and shops in summer-time to keep the heat out.

This lends to the reflection that with varying climatic conditions—and wide variances abound in this great country of ours—the needs and habits of the people differ. Merchandise in demand in one section is at the same time a drug on the market elsewhere. Such merchandise cannot be economically advertised in mediums that blanket the country, for every copy of such mediums that circulates where the goods cannot be sold represents a waste of money.

The daily newspaper offers a selective service to advertisers. It gives opportunity to cover thoroughly, with geographical exactitude, the places where latent demand exists. When you can get what you pay for with this kind of advertising, Mr. National Advertiser, why pay for what you cannot get?

*One of the Advertising Editorials
Appearing Daily in*

THE PHILADELPHIA RECORD

Always Reliable

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO
Peoples Gas Bldg.

NEW YORK
Fifth Ave. Bldg.

I stepped into a hole—and went clear over my head. I scrambled out, reached in my pocket for cigar solace—only to find my expensive Havanas dripping wet!

"Just then this other chap came along and saw my plight. He unslung a well-filled trout basket, sat down beside me, and gave me a cigar.

"That was a lucky ducking!" I remarked, as I inhaled the soothing fragrance of the obviously expensive cigar he had given me. 'I'll wager that only a favored few have been privileged to smoke this excellent private brand of yours.'

"Only a favored few million," he laughed. 'Ricoro is a private United Cigar Stores brand—they sell this size for fifteen cents.'

"Fifteen cents," I gasped in astonishment. 'You certainly are a genius at getting the most and the best for your money! And now—just tell me, brother, where you bought your fish!'

From this it will be noticed how the new campaign is linked up with the former ones, and how both the "Tale" and the copy that follows tell of the Ricoro quality much more forcefully than adjectival epithets could do.

Below the "Tale" in each advertisement is a brief section of copy, set horizontally. Each time this copy starts with the slogan, "Sooner or later you'll discover Ricoro," and ends with "Sold only in the United Cigar Stores—'Thank You!'"

There is no direct appeal to try the brand—that is done indirectly, and very subtly, by a line which in some form runs in every piece of copy, such as "You'll vote Ricoro the smoothest, balmiest, most satisfying cigar you ever smoked—and you'll join the thousands of smokers everywhere who tell enthusiastic tales of Ricoro." Each advertisement carries the United's shield and shows one or another of the twelve sizes in which Ricoro is sold.

In this campaign the appeal is to the average man, to the multitude, and high quality is sufficiently expressed by the class of the characters used in the illustra-

tions of the "Tales." The purpose of the campaign is to impress the name of this brand so deeply on the mind that cigar and Ricoro will be associated thoughts.

It has been found that the Ricoro advertising has that result. Clerks in the United stores report that while practically every new cigar customer asks for Ricoro, the men who used to let their eyes range undecidedly over the array of open boxes now say, "Ricoro."

Roy F. Soule with Urban Motion Pictures Industries

Roy F. Soule, vice-president of A. C. Penn, Inc., Newark, N. J., has been made general sales manager of the Urban Motion Pictures Industries, Inc., New York. Mr. Soule will continue as vice-president of the Penn organization.

The Urban Motion Pictures Organization will soon undertake an advertising campaign for its product—a moving-picture machine to be used in the home and which employs a disc, similar to the phonograph record, instead of a rolled film.

Canners Will Meet at Atlantic City

The committee on the selection of a convention city for the National Canners' Association has decided on Atlantic City. The convention will take place during the period January 17 to 21.

New Accounts with Hamilton Agency

The Pocock Manufacturing Company, Hamilton, Ont., maker of "Empire" flat curtain rods, has put its account in the hands of the Hamilton Advertising Agency, Limited, Hamilton.

R. V. Gilliland Joins Emerson Beck Knight

Robert V. Gilliland, recently with the Nordyke & Marmon Company at Indianapolis, has become treasurer of the Emerson Beck Knight advertising agency, Indianapolis.

Joins Emil Brisacher & Staff

Morton Bachrach, formerly of the merchandising service bureau of the Boston Post, has joined the copy department of Emil Brisacher & Staff, San Francisco.

To Reduce Advertising Cost—

select cities large enough to be attractive and adequately covered by one home paper.

EXAMPLE

Territory	Population	Number of Families	Erie Times Paid Circulation
Erie, Pennsylvania	102,093	20,418	20,565
Erie Suburbs (35 mile radius)	52,000	10,400	6,971
Country	—	—	1,162

Obviously the Times reaches practically every worth-while family. Record of July circulation, a normal month—more city circulation than families. Erie has three daily newspapers—one morning, two evening. The Erie Times has about 50% more than the combined paid circulation of its two daily competitors and about treble the circulation of either.

Erie Daily Times

(A. B. C. Member)

Paid Circulation, 28,698

Average for July, 1920

Line Rate 7c. flat. Evenings except Sunday

The absolute dominance of the Erie Market has never had the slightest bearing on the Erie Times' advertising rate.

Compare this situation with most others in the United States, and you will find full justification for expecting an above-the-average return from any campaign properly merchandised in Erie and adequately advertised in the Times.

The combination of Erie, Pa., and the Times cuts the cost of advertising.

The Erie Daily Times for EVERY National Advertiser

Representatives

E. Katz Special Advertising Agency

Established 1888

Chicago
Kansas City

New York

Atlanta
San Francisco



SOONER or later, in every advertising series, there is need for pictures of keen-eyed, progressive men, or rugged characterizations, or types drawn from the trades. Then you will want Raymond Morgan. He works in every

The **ETHRIDGE**

NEW YORK STUDIOS - - 25 E. 26th ST.



medium, from charcoal and pen and ink, to full color, oil. To have Morgan's signature on an account, in its illustrative features, is to be sure of honest draftsmanship and a keen analysis of the faces of the male of the species. Send for specimens of his work.

"Eighteen Years in Business"

ASSN. of ARTISTS

CHICAGO STUDIOS - - 140 N. DEARBORN ST.



PEOPLE that know us well enough just send their stuff over and go on to something else. New clients soon learn to do the same. We're getting famous for thorough, dependable, intelligent co-operation. Distance is no obstacle. You can have our service hundreds of miles away—or thousands—as well as you could if we were a few blocks apart.

Just use the mails instead of a messenger

Partridge & Anderson Company

Electrotypes • Mats • Stereotypes

714 Federal St., Chicago

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The Sort of Follow-Up That Builds Good Feeling

Three Methods of Composing Follow-Up Letters So They Possess Fresh Appeal

By John T. Bartlett

AN initial business letter, in which the writer makes fresh presentation of his subject and builds an appeal, may test the correspondent's knowledge of the human elements involved and his skill at expression. But it is a boy's game, in some ways, compared with the successful composition of the follow-up letter. I am using follow-up here in the general sense, with application not alone nor especially to the sales letter, but to other correspondence situations in which it is commonly used.

The characteristic circumstances are always the same. An earlier letter has not accomplished, as it should have in the normal or expected course of events, some definite object. The recipient hasn't acted, or hasn't answered. A more or less important matter is hanging fire. A follow-up letter must be written.

It is up to the correspondent to move the addressee to action under conditions which, ordinarily, are much less favorable than those which surrounded the initial letter. As a problem in technique, I believe the follow-up letter is just about the toughest in the whole range of business correspondence.

One of the new adverse conditions is the average person's feeling about a follow-up letter. Human beings don't like to be reminded of something they haven't done, whether their obligation is openly declared or only implied. We are all alike in this, though the influence of the feeling of aversion varies a great deal. For example, I know a professional man, a successful lawyer, whose abhorrence of follow-up letters from clients and associates is so great that he simply doesn't read a great many of them. Running

through his mail, he spots the obnoxious follow-ups at a more or less superficial glance. He makes a quick decision.

Most of them he leaves unopened. He dodges. He isn't going to read the unpleasant, disagreeable things.

Unbusinesslike? Of course. Human? Nearly one hundred per cent so. This lawyer has succumbed to an aversion we all feel. And he clings to the habit after years, though at times it has had serious consequences.

We all have much the same feeling when we pick up the remembered letterhead of the concern we sent an inquiry to a couple of months ago. We pull back. We expect something disagreeable in that letter.

If business letters were like advertisements, this and the second, and even more serious, difficulty would not enter. The advertiser in newspaper or periodical doesn't "shoot his bolt" in a single advertisement. He expects to publish others, many others. He doesn't finish his story, and the consuming public doesn't expect him to do so. He varies the appeal. His advertisements have an attractive, fresh quality. Each succeeding advertisement is stronger than those which have gone before.

THE CLIMAX REACHED IN FIRST LETTER

By contrast, the business letter writer proceeds on the assumption that there is just one normal handling of the subject. The beginning is a letter which presents the whole matter and "puts it up to" the recipient. In theory, that one letter is going to accomplish what it seeks; according to the ethics of correspondence, the recipient at least will answer. It is

assumed, the first letter being written, that there will be no necessity for follow-up letters.

The letter writer, accordingly lays himself out. He does his utmost to produce an effect, which effect is a reaction in the recipient that will lead to favorable action. The letter writer uses up all his powder; he makes his maximum appeal.

Then for some reason unknown, the letter fails, or seems to. Another must be written.

You can always, of course, write the follow-up letter which calls attention to failure to answer. This is the style of follow-up most common in business. In many routine matters, and some that are larger than routine, it is sufficient. The other party has unintentionally neglected to answer. There has been an oversight, or a pressure of work has actually compelled delay. He has intended to answer. A follow-up reminds him, and he responds.

With another type of man, follow-up letters will force an answer when if left alone the matter might die a common business death. This man's dislike of follow-ups is so great that he will reply just to avoid the unpleasantness of them—if you push him.

In follow-ups of this nature, the main thing is to keep pleasant. The temptation is to overplay, to make unkind remarks. You get an answer, maybe, at the price of ill will.

The most frequent tactical error is to assume that the other man's neglect to answer really furnishes you with letter ammunition. A man hasn't done something he should have done; therefore, we can go after him hard, and he will do it. That is the reasoning. It may seem logic, but it is poor human nature. The fact that a man has neglected to do a thing doesn't constitute a motive for doing it. It doesn't even necessarily produce an impulse. The letter writer who endeavors to achieve anything on the human nature involved here is riding to a fall.

The greatest mistake that can

be made is to go on sending letters which call attention to delayed action, and are based wholly on that fact and such psychology as can be dragged in. The letters grow cooler and cooler. They begin to hint, or openly say cutting things. They're poor letter tactics, and they fail.

How to inject fresh appeal is essentially the problem of the follow-up letter. In actual business the situation has a thousand and one variations. It cannot be solved by formula.

There are three general ways in which genuine fresh appeal—not faked, not "shot-in-the-arm stuff"—can be introduced.

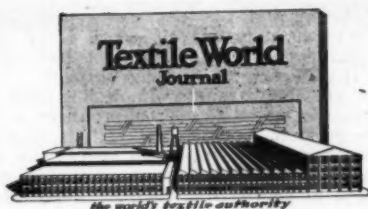
The first method, determined on before the initial letter is written, is an application of the advertisement series idea to letters. In the first letter, that is, we do not really exhaust our powder, though we may seem to. We hold something back. A good argument is purposely left out, to be used if additional letters are required.

A second general method to introduce new appeal is the bringing up to date of the proposition, a restatement of the case in the light of developments. A news element enters, under cover of which the letter writer tries to write more persuasively, and effectively than in the initial letter which failed. This general method has been much used in the sales letter field; to a much lesser extent in ordinary business correspondence. Every letter writer ought to know about it, and try his hand at it as occasion offers. It should be in the "bag of tricks" of the average business correspondent, as well as the sales letter writer.

The ordinary tactics are to lead right off with the news material which provides the opportunity to restate the case. Reference to former letters is best left carefully out. Could they be wholly forgotten by the recipient, it often would be best for the letter writer.

The third general method is the injection of personal material. The object is to make the ad-

Aug. 26, 1920



Reaches an industrial field which buys \$500,000,000 worth of factory equipment annually—the textile manufacturing industries, with mills located in every state of the union.

A highly specialized advertising medium which 800 leading industrial advertisers capitalize as a vital factor in their sales plans.

Adapted for the advertising of practically every product sold to manufacturing industries.

Ask on your letterhead for a copy of our book "Selling to Textile Mills," which gives definite information about the textile field as an industrial market.

Textile World Journal

Audit Bureau of Circulations.
Associated Business Papers, Inc.



BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE, NEW YORK

dresser feel toward you in a different way, to throw an intimate, friendly atmosphere over the correspondence. If with such personal matter you are able to attract the other man, you may have wholly solved the problem. Some correspondents temperamentally cannot use such personal matter and in many cases, of course, it would be wholly out of place to lug in personal matters.

At one time I had correspondence with a man who I knew instinctively was so actively antagonized by follow-up letters that their effect was simply to create a perverse determination not to attend to the delayed matter until he "felt like it." There are men built that way. They neglect a matter which requires attention, yet if you remind them of it, you arouse their anger.

I handled this man through a happy recollection. I happened to remember that a friend had told me once, years before, that he had gone to college with my balky correspondent. I had forgotten the fact until now. I slid into an informal allusion to "Bill," and how he had made out. I got in one or two personal observations on certain traits in Bill's character, and their relation to his success in life. The latter, it is worth interpolating, are telling things in business letters.

The device was effective with Bill's college friend. I had dissipated the follow-up atmosphere with my personal news about Bill, told him something that interested and pleased him more than anything else in the morning's mail.

THE DANGER OF SHOT-IN-THE-ARM METHODS

Had it happened in the course of a personal call, both of us would have been "warmed up" for a space. There would have been a congenial atmosphere around an office which is too often frigid. As it was, letters only being involved, Bill's friend came through. He felt like attending to that piece of business. And he did, not because he "ought to"

or "had to," but because he wished to, which is the spirit in which business letters should aim to get things done.

In dealing with this follow-up problem, there are serious dangers. It is possible to obtain fresh appeal, but at too great a price. A reduction on the price offered in early sales letters often is a "shot-in-the-arm" method. The bargain idea is one that human beings "fall for." Some people are so sensitive to it that they are continually buying merchandise they do not really need, just because they think it a bargain.

Mail "offers" of one stripe or another, ranging from the entirely honest and legitimate to the questionable or actually dishonest, are in the general group. A price reduction offered spontaneously, as the result of a new condition which has developed—an "offer" which has a similar genuine foundation—these may be absolutely legitimate and good letter craftsmanship. The business judgment of the interested concern must determine that. The temptation and danger in connection with all such methods is to ride them hard, and thus to kill them.

A sense of dramatic values, which the best letter writers always possess, is one of the most valuable qualifications the composer can bring to the follow-up letter. The problem is fundamentally one of appeal. The correspondent able to recognize and seize a later situation containing elements of the dramatic and turn it to account, constructing a letter which goes home; the man able to introduce fresh appeal from a new angle, through use of personal matter, the stuff which, generally speaking, has universal appeal—these are the ones most apt to make the follow-up succeed where its predecessors have failed.

But using his utmost skill the cleverest letter writer is going to fail sometimes on the follow-up letter. Fresh appeal in the case of follow-up is no kindergarten subject.

?

Before the World War:
Moltke, the Great, Chief of
the German General Staff;
Foch, the obscure, teacher
of military tactics.

After the victory: Foch,
the genius; Moltke, the dis-
credited.

Tactics in advertising change as
rapidly as tactics in war. And
yet some of our most noted ad-
vertising Kitcheners are still using
shrapnel for high-explosive jobs.

Analyze agencies before choos-
ing. Send for the book "*How to
Judge an Advertising Agency.*"

J.H. CROSS CO.

General Advertising Agents

214 South Twelfth Street - Philadelphia, Pa.

Screen Sales

BAUMER FILMS INC. Territory Cleveland, Ohio

Subject	Advance Notice	Exchange	DAYS	PLAY DATE
Bookings	CITY	THEATRE		
June 24	Cleveland, Ohio	Marquise, 1765 Crawford Road	1	July 19th
		Tale	2	" 18-19th
		Crescent, 315 Superior Avenue	2	" 18-19th
		Shaw Hayden	1	" 19th
		Rivoli	1	" 19th
		Temple, 2320 East 55th Street	1	" 19th
		Box, 4304 Warner Road	1	" 19th
		Family	1	" 19th
		Atlas, St. Clair & 126th Street	1	" 19th
		Boulevard	1	" 19th
Sun	1	" 19th		
Greenwood	1	" 19th		
Market Square	1	" 19th		

STATE LEAGUE RELEASE

by authority of
Cleveland Motion Picture Exhibitors' Association
of Ohio.

Name of Picture	Play Dates Shown
<u>Mouthful of Wisdom</u>	<u>July 15</u>
<u>Marquise</u>	
<u>Theatre</u>	
<u>Address</u> 1765 Crawford Road, Cleveland, Ohio	
<u>Signed by</u> <u>W. J. Schuman</u> <u>Manager</u>	

A line from
you will bring
you full par-
ticulars.

Fac-simile of an advance booking sheet delivered to the Denton and Pyorrhocide Company of America in connection with the distribution of "A Mouthful of Wisdom," over our theatre circuit. The method allows sufficient time in which to tie up with your distributor's effort or other merchandising plans.

Fac-simile of one of the cards delivered, proving distribution of "A Mouthful of Wisdom." Compare with the advance booking sheet and see how thoroughly our system works.

IT IS ONLY UPON PRESENTATION OF SUCH EVIDENCE that we ask you to pay for the distribution of your picture.

You get what you pay for and you pay

Does Stories Droof of Exhibition

PLAY DATE
 July 1920
 15-16
 16-17
 17-18
 18-19
 19-20
 20-21
 21-22
 22-23
 23-24
 24-25
 25-26
 26-27
 27-28
 28-29
 29-30
 30-31

FOR the first time in the history of business films, showings *in volume* can be guaranteed and positive proof of exhibition furnished before you pay a single cent for the service.

At last you can use space on motion picture screens in thousands of theatres all over the United States as safely as you can any other form of advertising.

Approximately 3,500 high class motion picture theatres are under contract, waiting for your film—they will furnish you with evidence that your message has reached the eyes of more than 7,000,000 people.

Let us tell you how we can produce your screen sales story.

BAUMER FILMS, INC.

6 West 48th Street

New York

and you pay for it after you've had it.



To Display Your Samples

No better stock made than
Hammermill Cover—and its
price will interest you.

Write for samples, showing
variety of color and finish. Ham-
mermill Paper Co., Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

*For Booklets, Folders, Broadsides, Catalogs, and all
Direct by-Mail Advertising*

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Doing as the Romans Do, but in a New Way

How Guaranty Trust Company in England Has Vitalized Its Advertising Without Flying in the Face of Custom and Tradition

By C. P. Russell

THE American advertiser who begins operations in a foreign field is generally torn between two impulses. One is to accept the classic advice to "do, when in Rome, as the Romans do." This is the advice that he most often hears, and there is reason, logic and precedent to back it up. The other is to cast aside all the accepted practices and do things in the "American way," in the expectation, or at least the hope, that the sheer novelty of the method will win its way and carry all before it.

There is a good deal to be said on both sides. However, it is not necessary to run the risk of being impaled upon the horn of the dilemma. There is a third alternative, one that would seem to increase one's chances of success while minimizing the risks. That is to do as the Romans do, but to do it in a new way. In other words, to accept the traditions "in principle," as the diplomats say, and yet to lose no opportunity to improve upon them.

When the Guaranty Trust Company, of New York, after establishing itself in England, first decided to advertise in the English papers, the question was "how"?

In the first place, it had to take into consideration the fact that bank advertising in England, what there is of it, had always been done, as in so many parts of the United States, in a certain traditional way. It has consisted for the most part of a mere statement of resources and liabilities, which is also the accepted formula of much bank advertising in the United States. These statements are generally printed in rather small space in a dull, unimaginative, Gothic type. Such advertising is better than nothing, of course, but because it is sporadic

and lacking in any particular aim, it is of no outstanding value except to those who choose a bank because of the impressive array of figures it is able to marshal.

A GRADUAL STYLE CHANGE

What the Guaranty Trust Company wanted to advertise in England, however, was not so much financial stability as service. It wanted to impress upon the English public that it was prepared to offer not only the usual banking facilities, but a variety of other functions besides. It proceeded slowly, however. It began by publishing the usual financial statements, but took larger space than usual and paid some attention to clearness and neatness of typography. Its next step was to introduce some text. Since that time it has gradually built up its advertisements until the text now far outweighs the financial statement. This is still retained, but it now consists of merely two lines in small, black-faced type at the very bottom of each advertisement: "Paid-up capital and surplus" so much and "Total Assets more than" so much. Furthermore, the old, stodgy Gothic type has been replaced by Caslon type surrounded by wide margins, thereby gaining in distinction without sacrificing dignity.

Another point that had to be considered was the fact that the words "trust company" do not carry the same meaning in the British Isles that they do in the United States. To the average Englishman a trust company is apt to suggest an insurance or fidelity company. The Guaranty Trust, therefore, had to emphasize repeatedly in its copy the fact that it was first of all a banking organization. For example, a recent advertisement in the English

papers is headed "In the Service of Commerce." The text says:

"Efficient banking service is essential to the free movement of the goods upon which the world's welfare depends. To-day, more than ever before, industry and commerce need the assistance that modern banks are equipped to give.

"The Guaranty Trust Company of New York is a complete bank, equipped to finance the shipment of goods, whatever their origin or destination; to accept deposits

Visitor in London," was printed and distributed with a view to encouraging these tourists to make the Guaranty Trust their headquarters. This booklet pointed out how the bank could be of service to them in many different ways.

In the middle of the summer the Guaranty Trust opened a handsome branch in the West End, in the heart of the old club district and near the shopping, theatre and restaurant centre. This was at 50 Pall Mall and "50 Pall Mall" was the title of a tasteful brochure which was largely devoted to the history and traditions of Pall Mall. A third booklet, gotten out for distribution in the United States, was entitled "Banking Service in London," which was also the theme of advertisements inserted in American newspapers.

The latest publication of the Guaranty Trust Company in London is a house-organ, freely illustrated, containing a good deal of personal as well as general matter, and in other respects modeled after those publications which are now so widespread among great American business organizations. It is something absolutely new in British banking circles and its reception will be watched with interest.

"Whatever doubt or hesitation there may have been among our people in the beginning," said Hamilton Owens, in charge of advertising, to a PRINTERS' INK representative, "in regard to our advertising ventures, it has long since been removed. If our advertising had had no other effect, it would have found its justification in the stimulation it has given to our personnel. They are constantly discovering new uses for the bank and new ways in which it can be of service. As these new services are developed and perfected, they go into our advertising, so keeping it ever fresh and new."

Added to Frey's Staff

The Charles Daniel Frey Company, Chicago, has added Bob Clark, formerly of the Meininger Studios, Detroit, to its service staff.

Direct Foreign Banking and its Relation to Trade

FOR the exporter or importer, seeking to enlarge his markets or find new sources for goods to meet the demands of his customers, facilities for direct banking are important because they make possible a more prompt and economical handling of financial transactions.

With its own offices in New York, London, Liverpool, Brussels, Paris and Havre, and its affiliations, connections and correspondents in all the other important ports and commercial centres of the world, the Guaranty Trust Company of New York is in a position to give direct and complete financial service to firms of standing engaged in world trade.

Guaranty Trust Company of New York

35 LOMBARD STREET, E.C. 3

WEST END OFFICE LIVERPOOL OFFICE

1 Lever Government 17 Cotton Exchange

Floor, S.W. Building

NEW YORK PARIS BRUSSELS HAVRE

Paid-up Capital and Reserves \$20,000,000

Total Assets more than \$200,000,000

CONFORMS TO ENGLISH USAGES, BUT WITH
A DISTINCTIVE STYLE

and pay interest upon them; to issue letters of credit and travelers' cheques; to consider the underwriting of securities and their purchase and sale for the account of customers.

"The officers of the company will be glad to explain our facilities in detail."

Besides its newspaper advertising, the Guaranty Trust has found it useful to do considerable promotional work in other directions. For the benefit of the vast number of American tourists arriving in London for the summer season a booklet, entitled "The

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PLATO



Have You Ever Missed Them?

Almost any bird in any flock
can be overlooked

• •

How about your advertisements?

—A. J. K.



Published weekly
except on Wednesdays
when it is published
twice a week.

Oakland Tribune

HOME
EDITION

SUBVARD CADDENTCS DE DAY DECIOM VOTE TO DETW, HITA WADNY

OAKLAND—CALIFORNIA

¶ Third city in size in California.

¶ Fastest growing city in manufacturing, based on building permits and actual constructions.

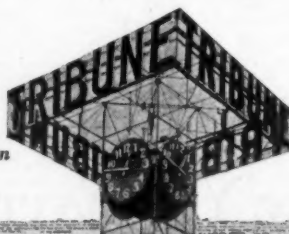
¶ Leading educational center of Pacific Coast.

¶ Largest percentage of home owners of any city in the United States.

¶ Oakland has its own individuality, problems, aspirations and ideals. These cannot be fashioned, molded or shaped by a neighboring city, no matter how large, nor by its newspapers no matter how powerful.

¶ The progress or decline of cities, like individuals, rests within themselves, and Oakland's advance is marvelous.

Census
1920
shows
population
of
216,361



The
OAKLAND,
CALIFORNIA,
market offers
you 400,000
consumers



You cannot
cover Oakland
and the
Eastbay cities
without using
the OAKLAND
TRIBUNE.
Supreme by
every comparison.

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men
a misfit,
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Planning the Double-Column Display

Some There Are Who Contend That the Two-Column Advertisement Can Be Made as Striking as a Full Page—Value of "Next-to-Reading-Matter" Feature

By W. Livingston Larned

THE double-column advertisement is often looked upon as a misfit, a neither-one-thing-nor-the-other composition, difficult to plan and involving all kinds of complex rules of typography and makeup.

The service manager of the department shrugs his shoulders and looks daggers at you when you make the suggestion, for standardization has not been reached in magazine size. Some publications have three columns only, and the two-column advertisement is "stumpy." In other periodicals the columns are very long and very narrow.

The double-column display is an engrossing study. The very fact that copy writers and artists are a little afraid of it, makes it all the more alluring.

But suppose we attempt to analyze just why the narrower measure should be more exacting to lay-out man, artist and typographer. Perhaps it is a manufactured fear. Full pages and double-spreads have actually spoiled us. America does things in a big way and always will. Paper shortage and other difficulties will never bring the advertiser back to stingy, tight, un-

attractive little campaigns. It's not a national trait. We think and act in large terms. That's one of the real reasons why we, as a nation, are large.

Nevertheless, the double-column display is not bird-shot. The space deserves the best we can devise. Many advertisers are doing highly satisfactory things in this area. Why not rehearse the successes, and see what lessons are to be learned from them?

The space can be made to appear much larger than it really is. That we will say at the outset. The moment a border, picture effect or composition definitely marks the exact space, you may be sure that the advertisement will look smaller than if there are no such definite restrictions. This is no new discovery. It is as old as geometry—as old as

Egypt. It dates back to the birth of China.

The house with hedge or fence around it seems crowded, cramped, and the acreage smaller. Eliminate these barriers and run the sod right out to the sidewalk, and the place looms immediately larger. Here is a simple lesson that anyone can learn. The smaller



PREPONDERATING ILLUSTRATION GIVES THIS ADVERTISEMENT DOMINANCE

the advertising space, the more necessary it becomes skilfully to plan the architecture of the house and grounds.

Sometimes it is possible to overcome this boundary line problem by overwhelming display of picture. The Lehigh Portland Cement Company has just completed a connected series of advertisements, in double-column size, that proves the exception a rule. Although the four side walls of the space are definitely established, nevertheless the advertisement is commanding in appearance.

To begin with, there is very little text, and this is confined to a small box in the lower part of every display. At the top the Lehigh nameplate is introduced. Every other available inch is devoted to picture. And the compositions are as large as the space will admit; big building operations, immense plants, activity of an industrial and manufacturing character.

But the technique in which the illustrations are drawn has much to do with the success of the series. They are sketchy, rough, dry-brush originals on rough paper, with plenty of solid blacks and generous areas of flat Ben Day tint, to relieve the whites.

Identical with this idea in double-column construction, the Luxeberry Painter design shows what can be done in an all-over picture, the text embraced in a box. Certain it is that these white mortises so compactly segregate the type that reading is facilitated.

There is far less character to double-column advertisements that permit scattered composition: to be explicit, various small units of text, in as many different styles and sizes of type, and with illustrations "dropped in," hit or miss.

In the vernacular of the professional composition man, they "fall

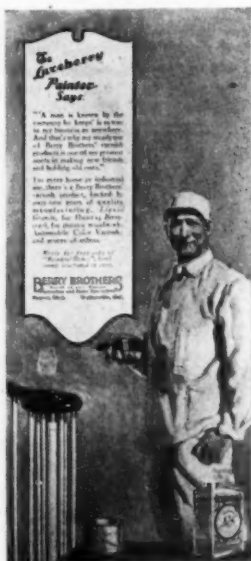
apart." It is unquestionably true that every advertisement should possess some definite centre of attraction, from which the eye may radiate, and pick up the other essentials. A famous French painter explained it by saying that he always sought to make the expression of one face in a group so bright so animated, so commanding, that the gallery crank would concentrate there and finally absorb the other features of the canvas. But he insisted upon having a central target.

Diffused interest is always distracting. We have counted as many as nineteen different and quite

individual units in one double-column display, which is not being done in the best of art-families.

Then there is the danger of splitting the total space in twain by faulty composition. Time and time again, one sees single- and double-column advertisements that might easily be taken for two displays, or even three, one unrelated to the other.

The Briscoe series, now running, shows how it can be done with expediency. The placing of two lines of caption at the top was a precautionary measure to begin with. Nipping the four



PANEL FOR TEXT KEEPS EYES FROM WANDERING

The Street Railways Advertising Co.

*Announces
that*

Mr. F. R. Barnard

who has been making
his headquarters at
Chicago as Western
Advertising Manager
has been appointed

**National
Advertising
Manager**



corners of the illustrations was also a wise move. The three straight lines beneath complete a quite satisfactory layout. PRINTERS' INK has had occasion, in the past, to comment favorably upon the very delightful quality of pen and dry-brush illustrations in this series of motor advertisements.

The Briscoe double-column is a second method of handling text and picture. Nothing interferes with the artist's work. It is uncontaminated by confusing borders, scrolls, strange shapes, inset mortises, etc., and is therefore less commercial.

Much can be said in favor of the Pittsburgh Gas Heater series. The advertisement looked much larger than it really was, measured in inches. This is due to the fact that there was no hedging-in line. The advertiser virtually owned the space right out to the margin, top and bottom and on one side. The entire effect of the composition is one of neatness, well-ordered arrangement, and grace of component parts. The temptation was resisted to clutter up the two illustrations at the top with lines and decorative effects. It was clever to place in juxtaposition a flat-tint poster-style wash drawing with an equally simple, poster-like line design.

The cut of the heater, at the bottom, is placed with far more shrewdness than you might imagine. It balances the advertisement nicely. The display would have been top-heavy without it. We will always maintain that even the unskilled eye says "thank

you" to perfect composition in picture and text.

A recent Crossett Shoe double-column belongs to still another school of composition. Here an effect of increased proportions is gained by an enclosed mortise for type running from top to bottom of the total space. Human interest il-

lustrations are kept outside this mortise. Strong display has been secured for a great many things, without seriously hurting the general lay-out. The shoes, rightfully, hit the eye first. The trade-name slug comes next. Ingredients fall naturally and easily into their appointed places.

Getting to Know Stars and Stripes

The annual report of the American Chamber of Commerce of China for 1919-1920 contained the following significant paragraph regarding American shipping as viewed from the other side of the world:

"The tremendous development of American shipping which is expected to provide more than 25,000,000 tons under the American flag by the end of 1920 as compared to 33,000,000 under the British flag for the same period, is reflected in the shipping situation at Shanghai. From no ships under the American flag calling at the port of Shanghai in 1915 and 1916, it is not uncommon to have more American ships in the harbor and on the schedule for this port than of any other nationality. During May, 1920, for example, out of 124 ocean-going ships calling at Shanghai 49 were American vessels, 45 were British, 12 were Japanese, 5 were French, and the remainder were Norwegian, Dutch, Russian and Italian."

E. G. Hopkins Promoted

E. G. Hopkins, promotion manager of Confectionery Merchandising, Chicago, has been made advertising manager of that publication.

THE LEADER OF LIGHT WEIGHT CARS



BRISCOE

PRIDE of possession is an essential attribute of the 1920 Briscoe. Its attractiveness, distinction and refinement make it an envied car in any company.

Turning Our Backward Gears

And in every other element of motoring satisfaction—comfort, power, sturdiness, economy—you will find the Briscoe equally desirable. You certainly should allow the nearest Briscoe dealer an opportunity to demonstrate Briscoe dominance.

BRISCOE MOTOR CORPORATION, JACKSON, MICHIGAN
The Canadian Briscoe Motor Company, Limited, Toronto, Ontario

ANOTHER ADVERTISER MEETS HIS PROBLEM SUCCESSFULLY



Announcing
WALTER COLE

Mr. Cole's ability to handle
a wide range of subjects in
many mediums has won for
him a national reputation
as an advertising illustrator.

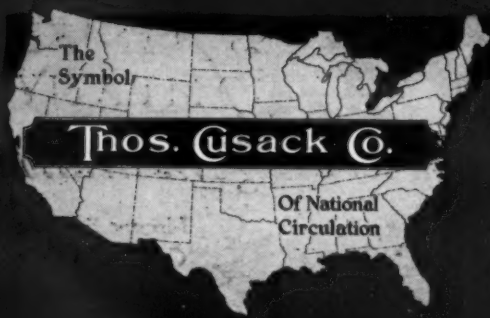
**CHARLES DANIEL
FREY COMPANY**

Advertising Illustrations

**Flatiron Building
NEW YORK**

**Monroe Building
CHICAGO**

COLOR



FIRST ASSISTANT
TO THE RAINBOW



OUTDOOR
ADVERTISING

Aug. 26, 1920

Big Men and MOTOR



SAXON MOTOR CAR CORPORATION

Detroit, Michigan
Replying to yours

MAIL ADDRESS
SAXON
DETROIT

Office of
President

MOTOR,
119 West 40th St.,
New York, N. Y.

Gentlemen:-

"Motor" is conspicuous in the automobile world for its constructive influence. It presents authoritative news, ably edited and handsomely illustrated. We know that it reaches the people to whom we want to tell the story of the development of the new Saxon.

Yours very truly,

SAXON MOTOR CAR CORPORATION,

C. A. Pfeffer,
President.

CAP'ING



Following a Formula in Display to Get Continuity

Methods Used Both by Retailers and Manufacturers

IF your advertising were to run without a signature would you get any results from it? That is a suggested test for originality and individuality. Now it is more often the case than otherwise that when the signature is affixed with great care and distinctness it is impossible to trace any direct result to a single insertion of an advertisement. That is true of copy that is known to be successful because of the success of the campaign of which it forms the major part.

It is quite generally admitted that the cumulative value of advertising is enhanced if each piece of copy carries some kind of reminder that immediately connects it in the mind of the reader with preceding announcements. That accounts for the great value of the numerous trade characters in use. But the nature of the business or of the advertising may make it impractical to adopt a character. And to know and recognize a character for each of the national advertisers would be equivalent to knowing by sight every resident of a city of several thousand population.

In many cases, both of retailers' and manufacturers' advertising, a distinct form of layout with a cast of copy having character and sometimes accompanied with a special type combination has proved valuable. Such an arrangement is easily possible without detracting from the attention value of the display, and when successful is as effective as a trade character in establishing the continuity of the series.

A few years ago the Crescent store, of Spokane, accidentally omitted the signature block from a page advertisement. But so accustomed were the people of that city to the Crescent style of copy that sales were up to expectations, and as far as could be seen business did not suffer from the omission.

The Rogers Peet Company related in *PRINTERS' INK* about two years ago how customers came to the store in answer to advertising which a competitor was doing in imitation of the Rogers Peet style. Indeed, it happened so often the firm wrote and asked the competitor to change his style of copy. And that was in spite of the signature, which appeared in every advertisement.

FIVE FEATURES UNCHANGED

A recent case where this idea has been used by a manufacturer is the Goodyear Tire & Rubber Company with its advertising for "Sarival" over the signature of the Southwest Cotton Company—a subsidiary corporation. Each layout has five features which have not changed. The same picture of a bale of cotton has appeared in the lower right-hand corner, varying in size; also there is a standardized table giving the comparative qualities of different cottons prominent on the market. The same heading, the same signature, and the same statement that Sarival is produced exclusively for the parent concern have been repeated. Then a photograph is given representing some stage of the growth or manufacture of cotton with the sustaining text, which is changed each insertion.

Don Francisco, advertising manager of the California Fruit Growers Exchange, has adopted the same method, and in a discussion of the advertising policies of the Exchange to its members makes the following interesting explanation of how their advertising is prepared:

"We endeavor to so design all our advertising matter that each piece, though different, will have an unmistakable resemblance to every other piece and give all our advertising material a style and character which is distinctive.

Every advertisement approaches the same point from a different angle, but always with a reiteration of the same fundamentals and a final arrival at the same conclusions. We have a definite skeleton on which all our magazine advertisements are constructed, so that once we have determined upon the idea which is to be featured in any particular advertisement—*oranges in the lunch box, lemon pie, or any other suggestion*—we have only to superimpose it on the same 'stock' foundation, and the completion of the advertisement then becomes almost a matter of following a given formula. To make this more clear, note some of the things which govern the laying out of Sunkist copy.

"The basic reason for advertising oranges and lemons is to increase the per capita consumption of these two fruits—not simply those marked 'Sunkist.' In other words, to make citrus fruits so attractive, so desirable and so useful that those who do not now use them regularly will begin to do so, and that those who do use them will use two where they now use one. Nature has provided us with an instinctive desire to eat anything and everything that tastes good. Although we are reasoning creatures, our instinct is stronger than our reasoning in choosing what we shall eat. A man who uses tobacco does so not because it is good for him, but because he likes it.

"In Sunkist orange advertisements the dominant appeal is directed toward the reader's appetite. This appeal is handled by an attractive main illustration with a few lines of suggestive copy. The secondary appeal in advertising is that of healthfulness. Oranges are not only good, but good for you. It is a fine thing to be told that something you like is healthful. If it could be established that the use of tobacco, for example, was beneficial, the consumption of tobacco could be increased tremendously. The healthful quality of oranges is difficult to picture, but can be con-

vincingly stated in the text matter. The health value of oranges appeals to our reason as a cause for eating more of them, and healthfulness, therefore, is second in importance to their delicious qualities. Hospital patients average an orange every three days, while the average consumer eats an orange only once in eight days. Every piece of advertising hammers constantly in the text upon the health value of the fruit which is so appetizingly illustrated.

"In advertising lemons the appeal is very different, and the orange and lemon advertising campaigns are each considered and worked out separately. Utility is the most important characteristic of lemons. They may be employed in numerous ways, including health, culinary and toilet uses. Every portion of a lemon can be put to some use. With lemons, an appeal to the reader's appetite is difficult, although his palate may be tempted with a few lemon dishes—such as lemon pie.

"Educating the people to the many uses of lemons is the most logical method of increasing the consumption of that fruit. With lemons, healthfulness is second in importance to usefulness, just as with oranges it is second in importance to deliciousness. This argument is easily treated in the copy, but always with care not to leave the impression that lemons are to be classed with medicine."

TYPE STYLE THAT IS DISTINCTIVE

To return to retailers who have worked out distinctive forms of copy and display, at least two have achieved distinction by a consistent use of type.

One of these is B. Altman & Company, of New York, who have adopted the double line, or outline, type. That type is not easy to read, but has a quiet distinctiveness about it particularly adapted to the atmosphere of that store. That type, carrying the usually brief, conservative message from Altman's would be recognized by most of its patrons

Second Largest Daily Morning Circulation in Ohio

READ
BY THE
BUYING
POWER
FOR
109 YEARS

[Write for information concerning]
[Ninth Annual Food Show of Ohio]
[State Journal Nov. 1st to 7th.]

The Ohio State Journal.

Established 1811

STORY, BROOKS & FINLEY, Foreign Rep.

NEW YORK

PHILADELPHIA

CHICAGO

Read by the Buying Power for 109 Years

without the signature. Then again bargain hunters and people who carry their own bundles home in a market basket would not be attracted, either by the language in the Altman announcements or by the type used for the display.

Perhaps the most unusual effort that any firm has made to keep uniformity and distinctness of type display is Mandel Brothers, of Chicago, whose advertising manager, W. C. Powell, designed a series of type which bears his name, and which for many years was used exclusively by that store, which still uses it extensively. They, too, are said to like its somewhat exclusive appeal.

SIGNATURE CUT AS HEADLINE

The continued use of a signature cut is one of the effective ways of giving advertising continuity. It is particularly valuable where advertising has a strong news value, as in the case of department stores, for that copy has the very great advantage of being sought out by housewives, to whom it is often the most interesting feature of the newspaper. The reason such signatures are placed at the top of the space is because they partake so much of the nature of headlines. Like the "Line o' Type or Two," the "Conning Tower," "The Sun Dial," etc., they attract the attention of the reader to the thing sought.

Unfortunately most national advertisers do not enjoy the advantage of having readers leaf through the book to find their announcements, and they do not, therefore, have the same reason for placing their signature at the top of their space.

Repetition is one of the chief factors in making a thing remembered. It is the best remembered advertising, other things being equal, that is most effective, and surely getting continuity in a series of advertisements is one way of "hitting 'em over and over in the same place," to use the language of another science far removed from psychology.

A Boy's Whittling Kit to Sell Knives

Every boy longs for the time when he can have a jack-knife. To add to the temptation, hasten the time when said knife will be purchased and widen their sale, the John Russell Cutlery Company, Turners Falls, Mass., has made up a "Whittling Kit" and is advertising it to the hardware trade. The kit contains a jack-knife, soft pine whittling sticks, a Russell Whittlers' Club membership button, and a Whittlers' Manual. Medals will be awarded for the best whittled reproduction of designs shown in the manual.

"In considering the nationality of a large majority of wood carvers," Lewis D. Bement, president of the cutlery company, tells *PATRONS' INK*, "we gained the impression that for the most part they came from foreign countries, largely of Swiss origin. Following out this line, it came to us that in Switzerland a boy starts to whittle almost as soon as he gets out of the cradle, and for that reason becomes in after life very deft with his hands."

"How we could begin to interest boys in this country toward similar deftness was our problem, and the Whittle Kit is the result. We hope to develop the natural longing of the boy for the jack-knife into something useful, and our prize competition has been devised to encourage real whittling and not the hacking up of the legs of the piano and the carving of initials in public places."

Appointed by Universal Film Mfg. Co.

L. H. Hartman has been appointed director of the Industrial and Educational Department of the Universal Film Manufacturing Company, New York. G. D. Uffner, formerly manager of the New York Universal Exchange, will be associated with Mr. Hartman in the department's management.

New Accounts with Hellwig Agency

Potter & Wrightington, "Old Grist Mill" coffee, Boston; Finsbury Distilling Co., "Stone's" lime juice, London, England; the International Bank, New York, and the Apex Corporation, adhesives, gummed labels, etc., have put their accounts in the hands of E. W. Hellwig Co., New York.

Miss Pilney with Educational Advertising Co.

Miss Agnes F. Pilney, formerly of *Woman's World*, Chicago, has been appointed Western representative of The Educational Advertising Company, New York, with headquarters in Chicago. This company represents textbook publishers in securing advertising in school books.

If Bundscho knew merely how to get the most out of type the way he does, he would be worth while. Or if he knew merely how to run a typographical service the way he does, you would be glad he was in the business. But here you have a combination of both in one man.



J. M. BUNDSCHO, Advertising Typographer
Fifty-eight East Washington Street
CHICAGO

Out for the Canadian Market?

IN addition to its circulation among the entire drug trade of the United States, Drug Topics is also read by every English-reading druggist in the Dominion of Canada.

With only one piece of copy to prepare, one proof to O. K., one set of plates to make, one bill to pay—and this bill the lowest of any publication in the drug field (per thousand circulation) Drug Topics enables you to reach, every month, the entire retail and wholesale drug trade on the North American continent from the Mexican border to the Arctic Circle.

If you have a selling message for the drug trade, here is a saving and an opportunity you cannot afford to miss.

Drug Topics

The National Magazine of the Drug Trade

25 City Hall Place, New York

Jerry McMane, Editor

VERNEUR E. PRATT
Publisher

MARVIN S. SMALL
Business Manager

FRANK C. THOMAS, Eastern Adv. Mgr., 116 W. 39th St., New York
W. B. CONANT, Western Adv. Mgr., State-Lake Bldg. Chicago
GEORGE M. KOHN, Southern Adv. Mgr., Candler Bldg., Atlanta
ROY M. EDMONDS, Southwestern Adv. Mgr., Arcade Bldg., St. Louis
BERT BUTTERWORTH, Pacific Coast Adv. Mgr.,
Citizen's Bank Bldg., Los Angeles

Advertising Offered as a Premium for Placing Orders

Jobbers Are Frankly Told How Much Money Will Be Spent with Each Carload

FOR a new firm with a new product to get national distribution with nationwide consumption is difficult enough under the most favorable circumstances. But when it suddenly develops that unless the article is put on the market in extensive quantities within a year a considerable part of the source of raw material will be lost, the difficulty is made much more baffling. Then, when confronted with such a situation, to go to the grocery jobbers of the country and say: "We pledge ourselves to invest \$2,500 in advertising for every carload of our product sold in your locality," requires an unusual degree of frankness.

It is only because many jobbers have come to recognize the value of advertising, and to understand that in the long run judicious advertising reduces the cost of marketing an article that such a proposition could be successfully carried through. Even in the advanced year of 1920 it is not uncommon to hear retailers complain that if they were to receive a "little more of the money which is being put into advertising" the sales would increase through the effort that they would then put behind the article.

The conditions as outlined fit the Golden State Products Company, which, after a number of years' trial, perfected a process of converting grape juice into syrup without losing the grape flavor. Of the product and the price necessary to ask for it, there was no question. Maple syrup is universally relished. That being true, and the Serailian process grape syrup being held equally toothsome by a considerable number of people of critical taste, the market was assured, for never has there been enough maple syrup to give everybody all they wanted, and with the further clearing of

forests, the supply of this delicious item of food is becoming scarcer every year. Up to now it has never had a close competitor.

NOW OR NEVER, FOR THIS ADVERTISING

Had the manufacturers had as many years at their disposal to develop a market as they had to perfect the product, there probably would have been no story. But by the time the syrup was brought to the high standard necessary for its profitable marketing, thirty-six States had already ratified the Eighteenth Amendment, and there was no further market in sight for the fruit of millions of dollars' worth of vineyards in California. In order to make grape syrup in a large way, it was necessary to have an immense supply of grapes. If the vineyards should be dug up, because their owners had despaired of a market for their grapes and decided to raise some other crop on their valuable land, it would take years to get them re-established. Perhaps they would never come back any more than the maple trees to make maple syrup have been replaced. And when land is worth from \$500 to \$1,000 an acre, farmers are not inclined to let it lie idle long waiting for someone to develop a market for a product which, if successful, may some time use their crop at some price to be determined later.

Being sure of the product and having the factory for its manufacture in large quantities, the big proposition was to sell it. Jobbers would buy it in limited quantities because of its merits. But they would not buy in sufficient quantities to assure the necessary output. "If it were nationally advertised, or even strongly advertised in the section in which we (the jobbers) are selling, of

course we could buy more extensively," was the universal attitude. It was possible with the factory facilities to turn out a million gallons the first season. It was highly desirable because of the attitude of the grape growers to use just as much of their crop the first season as possible. So sectional markets could not be depended upon—they were not extensive enough.

A national campaign of the intensity necessary to establish a new article of diet the first season means a lot of money. If the whole output of the factory were sold, there would be plenty of money available. So the plan was hit upon of going frankly to the jobbers and telling them just how much money would be invested in advertising. It was \$2,500 for each carload of 5,000 gallons. Of this, \$1,000 was to be spent in national mediums, \$1,000 in local metropolitan newspapers, and \$500 in window trimming and demonstration work. The jobbers, knowing all about it, are in sympathy with the plan. The more advertising the better, for the greater their sales will be and the more money they will make. And knowing that it is going to be so heavily advertised inspires greater confidence and they have stocked it the more liberally.

The trade-name selected is "Forbidden Fruit Grape Syrup" and the advertising campaign is due to start the last of this year, and apparently will go through as scheduled, for one very close to the business reports the "entire 1921 output is practically sold." Already the newspaper advertising for New York and Chicago has been contracted.

This does not presage the time when the manufacturer will call in the jobbers to sit in conference over the advertising appropriation, but it does suggest that frankness about the amount and cost of the advertising may inspire confidence. It also shows most emphatically the confidence the jobbing trade has in the ability of advertising to help establish a market for a new product.

Advertisers to Influence British Opinion Against Profit Tax

In an effort to influence British public opinion against taxes on profits, Oswald Stoll, known in the British theatrical world as a manager and producer, has taken to newspaper advertising.

In an advertisement addressed to David Lloyd George, which opens with the exclamation, "Forsaken by America—Menaced by 200,000,000 Russians—Dependent on Germany—Warred on by our own government!" Mr. Stoll says:

"Upon us even our own government makes war! It does so when it impoverishes the people by means of restricted credit, amazing taxation, high cost of money of small purchasing power, etc. It does so by making it almost a crime for a British subject to make profits. The government forgets and the Smillies never knew that war upon profits is a destructive war upon the nation itself, because profits in principle are no more than wages, and wages are the nation's means of livelihood."

"A simple modification of the existing capital system in relation to redeemable credit is the true and only remedy."

"Emancipate the British slaves by granting practically-free credit-right, guaranteed by the whole nation, to individual producers, in respect of their productive property, for the purposes of creating further productive properties and relieving existing ones of burdensome charges; do this under conditions which will increase the demand for, and the value of, wage-earners; who, in due course, will thus acquire the means to qualify as producers for the same credit-right on their own account, in circumstances which will remove their prejudice against machines as taking the place of men and women in the multiplication of productive power."

Retailers Want Makers to Advise Price Advances

Retail grocers in New York State, meeting recently in convention at Poughkeepsie declared that manufacturers should advertise extensively their advances in prices on all commodities and not "pass the buck" to the retailers for the latter to receive all the censure for the high rates, which they are not responsible for. One after another the grocers took the floor and said their prices had advanced only in proportion to the prices they have had to pay for all goods.

United States Leads in Trade with Shanghai

For the first time in the history of the trade relations of China and America the United States in 1919 led in the trade of Shanghai, the figures being: America, \$194,906,000; Japan, \$156,832,210; Great Britain, \$129,146,860; France, \$46,607,431, and Germany, \$222,694—quite a step down for the latter from her position of second place in 1914.

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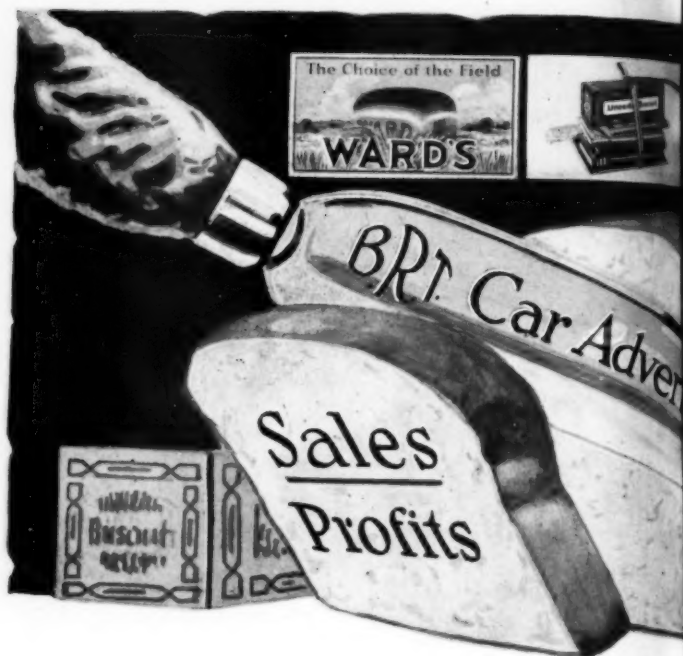
A great Color Page in the AMERICAN WEEKLY stands out from the ordinary run of advertisements like a pelican in a flock of sparrows. Turn back to page 83 Note the only difference. Any bird in any flock can be overlooked without COLOR to command attention.

Two and a half million families read the American Weekly every Sunday. "If you want to see the color of their money—Use Color."

—A. J. K.

The **American Weekly**

A. J. KOBLER, Manager
1834 BROADWAY NEW YORK
W. J. Griswold, Western Representative
HEARST BUILDING CHICAGO, ILL.



Are You Getting Y

of the great yearly Brooklyn purchas

(TOTALING OVER \$66,000,000)

In their class, the above-mentioned
are "Getting Their"—though the

B. R. T. CAR ADVERT

(ELEVATED—SUBWAY—SURFACE)

tapping "all" the great Brooklyn Market
Manhattan—on the Broadway—now

FOR ADVERTISING RATES, BOOKLET "MARKET"

BROADWAY SUBWAY AND HOME BOUGHT

Telephone, 7291 Cortlandt



Get Your "Slice"

Look for purchases in Food Products?

(Over \$66,000,000)

the above-mentioned Manufacturers
"slices"—through their space on the

ADVERTISING SERVICE

(SUB-SURFACE LINES)

Brooklyn Market and the "Best" of
roadway—now tapping Queens also

WEEKLY "MARKET FACTS," ETC., ADDRESS

BOUGHS CAR ADVERTISING Co., INC.

67 LIBERTY STREET, NEW YORK

MOTOR CARS

ASIA'S 50,000 readers own 46,100 motor cars—less than 13% of these cars are priced under \$1,000—while over 38% cost more than \$3,000. The average price is \$2,797. ASIA'S readers spend over one hundred and twenty-eight million dollars for motor cars. Motor cars are just one of the products for which this market spends millions annually.

The facts stated above were obtained from an exhaustive circulation analysis recently completed.

RAYMOND A. BABCOCK
Director of Advertising



ASIA PUBLISHING COMPANY, 627 Lexington Ave., New York
In the West: SEARS & IRVING, Peoples Gas Building, Chicago

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How Can a Lost Market Be Retaken?

When Dealer Co-Operation Ceases, Waldes & Company Find That Consumer Advertising Is Effective

By Hugh E. Agnew

RE-ESTABLISHING a market that has once been dominated and subsequently lost is a task that is liable to intrude itself into the best of regulated offices. Being a non-essential industry in time of war, finding raw material cut off, transportation interrupted, having a factory on enemy territory, or the temporary success of a home-industry drive on some distant part of your territory are a few of the many causes that may put you face to face with the proposition of retaking the market.

One of the least pleasant parts of the situation is that your erstwhile friends among the retailers have formed new ties and stocked new lines during the absence of your goods. Not only have these dealers ceased to co-operate with you; they have become actively opposed to the sale of your products. What else could they do? Unable to get your goods, they have stocked some other, and done all that they could to make their customers forget that you existed. After taking that attitude for a time it is not going to be easy for the dealers to about face and line up with you again.

The experience of Waldes & Co., makers of the Koh-i-noor dress fastener, is typical and also shows the effect of consumer advertising during the time their goods were off the market.

For four years this company had been unable to make deliveries of its goods. A considerable part of its business was with the New York garment makers, who are indifferent to the quality appeal in buying accessories. This attitude, it may be noted, is common with the manufacturers of nondescript goods. Who has not seen a handsome coat marred with cotton thread where the cost

of silk would have been negligible in comparison with the cost of the garment? Who has not been annoyed with buttons coming off simply because the maker saved a few minutes of an inexpensive laborer's time in half-sewing them on?

The part of the Koh-i-noor trade reached through dealers was being supplied with other kinds of fasteners.

One thing, however, had not changed, and that was the attitude of the public toward the product. Hardly had the first consumer advertisement appeared in the women's magazines announcing the return of a friend, fittingly illustrated by the picture with that title, when letters began to come in asking where the Koh-i-noors could be bought.

No doubt this ready reception was in part due to the satisfactory use of the article, but it is hardly to be supposed that the name of a little dress fastener that had not been on the market for four years would have been widely remembered, had not an artificial stimulus to the memory been furnished.

REMINDER TO FORMER BUYERS

Realizing the difficulty directly of influencing the garment makers, a campaign was adopted suggestive of the old lady of Mother Goose fame, who had a pig that would not cross a bridge and a dog who refused to assist in disciplining the pig. By the roundabout way of bribing the cat with new milk the movement was started, and through the mediums of cat, rat, rope, butcher, ox, water, fire and stick the dog was "sicked" onto the pig and the bridge crossed as desired.

Even New York garment makers will give attention to the in-

sistent demands of buyers. Buyers are influenced by reports from the sales people, and the sales people come into direct contact with users who are the ultimate dictators of what shall and shall not be. The widespread appeal that was made to women through their leading magazines was calculated to stimulate action through that circuit as one of its results.

For fear that careless buyers might overlook that advertising, liberal space in the trade papers was taken to call attention to it. Also the points of superiority of the fastener were reviewed time and again, so that women could tell just why they wanted the Koh-i-noor and buyers would remember that there was a good foundation for the consumer demand.

Then buyers could insist upon their favorite kind of fastener without having it affect the price of the garment; and that made insisting easy.

FASTENER SPECIFICATION BY DESIGNERS

The co-operation of the designers was enlisted by an indirect and subtle appeal. In a trade paper, read quite as generally by the designers as by the garment makers, a prominent display was headed: "Let the designers specify fasteners." The copy continued, "The success of your fall line is in the hands of your designer. He knows, and from his knowledge the garments you will make during the next few months take their form. But the most charming costume can be made ridiculous by the failure of a couple of snap-fasteners. It is a debt you owe the designer and his creations to let him specify Koh-i-noor snap-fasteners."

Also it was pointed out that the most used part of the dress is the fasteners, and there is where the wear is first likely to show. Certainty of satisfaction where wear is most severe will reflect credit on the garment as a whole.

Thus pressure was brought to bear in the direction of Koh-i-noor fasteners from both with-

in and without the organization.

Another full-page advertisement in the trade papers read both by makers and buyers pictures a woman about to buy a new gown. Her attention is attracted to the Koh-i-noor tag by the saleswoman.

The copy states: "The customer is pleased with the style; the fabric and fit are satisfactory. Yet always in the back of her mind is a desire for assurance that the workmanship is all it should be. It takes little to swing her to the buying point, and the Koh-i-noor is intended to help do it. To the woman it means that the garment is equipped with the best fastener on the market. The natural inference is that all the other details have been equally well thought out."

Women who see the Koh-i-noor tag on high-grade dresses in the department stores and specialty shops naturally will be reminded of that brand when they go to the notion counters in quest of snap-fasteners. Also the information that these fasteners are being featured in the department of dresses is pretty sure to percolate through to the notion department with due influence.

These tags, furnished by Waldes & Co., have a reproduction of the well-known girl wearing one of the fasteners for a monocle, and a statement that Koh-i-noors are used on that garment. In this connection the point has been driven home in the copy that *"the best dealer helps in the world are those put right into the goods you sell."* Also it was recounted that poor fasteners may prove an expense instead of a saving. Where they prove unacceptable and have to be replaced, their cost and the cost of sewing them on and taking them off again is a needless loss—in addition to the danger of alienating the customer by the appearance of trying to put an inferior article off on him.

The part of the trade served through the notion stores was also reached directly through the consumer copy already referred to. Also the trade papers which reach

B

Gain
Winter issue
over 1919
150%



Butterick Quarterlies

the notion dealers were used to impress upon them that the "friend's return" had been widely heralded, and that women were again looking for their favorite fastener. And lest users, dealers, buyers, designers and makers should forget the points of superiority claimed for the Koh-i-noor, they were frequently reviewed in all mediums. Also the publicity given them in the notion departments, and in dressmaking and pattern magazines, will sooner or later come to the attention of the buyer in the dress department.

ATTENTION TO WOMEN WHO MAKE OWN DRESSES

The next consumer copy is to be addressed to the women who make their own dresses, and the ease with which the Koh-i-noor is sewed on is featured along with its other virtues.

The idea is to get the largest possible number of people to ask for this fastener before the fall stock is bought. There is a fair chance that it will come back with a rush, and in a very short time assume the dominating place that it is said to have held before it was forced to retire temporarily from the market.

Just how far the speedy recovery of the market may be attributed to the advertising that the firm continued while its product was not procurable unfortunately cannot be measured. But the opinion of a dealer, who frankly was one of those who threw his influence to substitutes when the Koh-i-noor could no longer be obtained, is interesting. In writing his experience to **PRINTERS' INK** nearly two years after the Waldes product had been discontinued, he first explained the necessity of dealers making the substitution, then continued:

"Since the manufacturer has to advertise to help his dealers when they have his goods, and are helping him, he certainly needs advertising all the more when the dealers and all the other factors are working against him. Waldes & Co., makers of Koh-i-noor fas-

teners, were quick to appreciate this principle. Though unable to make normal delivery of their product since the war started, they have kept up their advertising nevertheless. As a result we receive calls for Koh-i-noors every day, notwithstanding other fasteners are being strongly featured. The advertising keeps people from forgetting about Waldes' product even though they are unable to buy it."

Harbors Good; Packages Get Good Treatment

For years one of the chief sources of complaint against American exporters has been that shipments were carelessly boxed and were thus unfitted to stand a journey which likely as not included lighterage in rough seas and a trip over the mountains on mule back. Now comes Homer Brett, United States Consul at La Guaira, Venezuela, with the statement that packing for shipment of goods to that country should be "as light as safety will permit, as duties are levied upon gross weights which must be marked, in kilos, on all packages. Harbors are good and merchandise is not roughly handled."

How the exporter is to know just how light packing safety will permit is not stated.

Another hint to exporters given by Mr. Brett is to the effect that there is a strong prejudice in Venezuela against letters signed on the typewriter.

Hugo Swan with Dallas Better Business Bureau

Hugo Swan, who during the last year has been with the Associated Advertising Clubs of the World at New York, first in its Vigilance Department, and later in its Extension Division, has been made manager of the recently organized Better Business Bureau at Dallas, Tex.

Qualify the Ad to Fit the Woman

"My wife is mourning the loss of a ten-thousand-dollar diamond necklace."

"Why don't you advertise a thousand reward and no questions asked?"

"Well, I could make good on the thousand, but I doubt my wife's ability to fulfill the rest of that contract."—Louisville Courier-Journal.

"Schrafft's" Account with McCann Agency

The advertising account of the F. G. Shattuck Co., "Schrafft's" confectionery, has been put in the hands of The H. K. McCann Co., New York.

Two Strong Links!

The Herald and Examiner, always seeking to better co-operate with its advertisers, publishes every month two trade papers, one for the retail grocer and one for the automotive dealer.

Both are sent free, and are known under the title, "CHICAGO RETAILER."

Each forms a strong link between the manufacturer and the dealer, in its respective field, in that reproductions of advertisements appearing in the Herald and Examiner during the month previous to the issue of either number are published GRATIS.

In this way the dealer is reminded of the co-operation extended to him by the manufacturer.

*The Circulation of the Grocery
Edition of the Chicago Retailer is*

7,500

*The Circulation of the Automotive
Edition of the Chicago Retailer is*

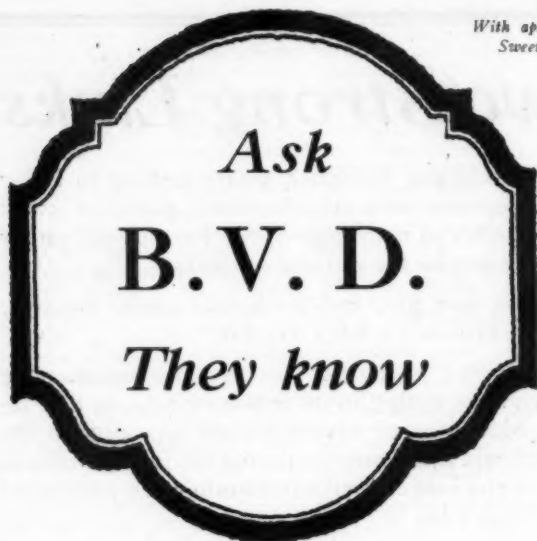
6,500

John A. Dickson
General Manager

CHICAGO
HERALD EXAMINER
AND

Largest 3c Morning Circulation in America

*With apologies to
Sweet Caporals*



The
ALL FICTION FIELD

COMPRISING

Adventure
Ainslee's
Argosy-All Story

Detective Story
People's
Short Stories

Smith's
The Popular
Top-Notch

The manufacturers
of B. V. D.'s know the
value of an audience
aggregating a million
and a half men and
women. That's why
they use The All-
Fiction Field

The
FIELD OF GREATEST YIELD

PUBLISHED BY

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The Frank A. Munsey Co.

The Ridgway Company
Street & Smith Corporation

MEMBERS A. B. C.

RICHARDS

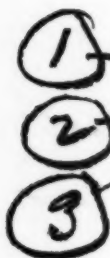
JOSEPH RICHARDS CO.

INCORPORATED

Est. 1874

Advertising

NINE EAST FORTIETH ST. ~ NEW YORK



Your business has three homes:

1 Your factory

2 The places that handle your goods

3 The homes where your goods are consumed

You are continually searching out in your factory opportunities to better your product and reduce costs.

Are you searching as diligently in the other two homes of your business to discover facts which, when brought together, will make your product more sought after by the greatest possible number of users?

One department of our business is devoted exclusively to sending out the dragnet and gathering together such facts. A better understanding of your other "two homes" may show you how to make each advertising dollar do the work of two.

**"Facts First —
then Advertising"**

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Use of Advertising Picture Confers No Trade-Mark Monopoly

Registration for Mark Held to Be Descriptive Denied to Scholl Manufacturing Company

Special Washington Correspondence

TO have an advertising picture, and then to discover, after an investment of one-fifth of a million dollars had been made in it, that extensive use confers no monopoly of such an illustration is disconcerting, to say the least. This, however, has been the recent experience of the Scholl Manufacturing Company, of Chicago.

With the aid of a singularly illuminating representation of the device in use, the Scholl company had worked up a demand for its "Foot-eazer," an instep arch support, that, throughout the entire year 1919, approximated 1,000 pairs a day. Then, after aggregate sales had passed the half million mark and the company's exclusive right to use the picture had been everywhere acquiesced in by the trade, the news is broken that the talisman cannot be registered as a trade-mark because "it would be most natural for other manufacturers to use or want to use the same sort of picture to describe or advertise a similar article."

The advertising picture, which has just been made the subject of a test case, consists of a representation of the human foot in a sock, showing the sides and bottom of the foot and sock. In association with this representation is the representation of a part of the human hand, the left hand. Interposed between the hand and the bottom of the foot is an arch support. The creator of the picture "disclaimed," moreover, any monopolistic claim to the picture of the arch support alone, but sought rather to establish sole rights in the pictorial composition as a whole and to the representation of the arch support in the particular position and environment in which it was shown.

The Scholl company sought to have Uncle Sam certify its title

in confidence that it had evolved an advertising picture that, in spite of the subject of portrayal, was unique. The advertiser argued that his picture presented a novel association of elements with a dominating feature supplied by the prominent display of the hand in a particular and peculiar manner. The element of novelty was found, for one thing, in the fact that only the thumb and first two fingers show in the picture. Even more unusual and supposedly better calculated to make a striking and lasting impression upon the mind is the circumstance that it is the left hand that is shown. It was urged in the expert analysis to which this picture was subjected that even if a pictorial representation be accounted a natural way of describing this class of goods in general, the display of a foot or shoe and an arch support in position would be, normally, by means of the right hand, and that recourse to the left hand for the purpose was conclusive evidence of the arbitrary and distinctive character of this particular portrayal.

USAGE IN ADVERTISING DISREGARDED

While the Scholl company based its plea for trade-mark registration in large measure upon the individuality inherent in its picture, it relied, in even greater degree, upon the belief that extensive advertisement and long usage had given this familiar specimen of commercial art "a secondary meaning," as denoting only the goods of this specific advertiser. The company was able to summon, for confirmation of its theory, prominent retail shoe dealers who bore evidence that not only was the public accustomed to identify the product solely by the familiar picture, but that in years of experience the merchants had

never seen in use in advertising and selling operations by other than the Scholl company illustrations of this kind.

When trade-mark status was recently sought for this picture, the United States Examiner of Trade-Marks rejected the application on the ground that the picture "is merely a graphical representation of the arch support and its purpose or manner of use." The illustration seemed to him "an apt and convenient way of describing the characteristics of the arch support and of the benefits to be derived from using same." Whether the trade-mark censor would have thus decided if left strictly to his own devices in his art criticism may be open to argument. But he discovered in the search of the files, always made under such circumstances, that the Patent Office tribunals had previously passed upon a somewhat similar case, that of the Krohn-Fechheimer Company. In that instance, the advertising picture disclosed a shoe held in bent condition by a human hand. The Commissioner of Patents, in disposing of the appeal in that earlier case, had appraised the hand in the picture as "a mere incident." Accordingly, the umpire figured that the same estimate must be placed upon the hand in the Scholl picture.

The Scholl company did not take kindly to the idea that its picture should be denied admission at the Patent Office, primarily because it incorporated a representation of the goods. It dug up numerous instances in which trade-mark credentials have been issued to pictorial subjects that play up the goods. For example, there was the case of the G. A. Kelly Plow Company, in which a picture of a Kelly plow got by because it was associated with an outline map of Texas, a monogram, etc. The Belber Trunk & Bag Company managed to obtain the coveted parchment for its picture of a pile of luggage, and the Foulds Milling Company was assured that it might have official sanction for its picture of a

saucepan nearly filled with liquid, resting on the top of a stove, despite the presence in the composition of a hand holding a box from the open end of which spaghetti is pouring into the pan.

The Assistant Commissioner of Patents gave little satisfaction, though, to the Scholl company, in spite of these precedents. In conclusion he observed: "The affidavits filed to show extensive use do not tend to negative the evidence of descriptiveness; nor does it make any difference that several traders have not heard of the device being used by others. Others must nevertheless be left free to describe such goods by illustrating them, or illustrating their function and character."

Insisting that its picture must not be denounced as "merely descriptive," inasmuch as the hand, and particularly the left hand, could have absolutely nothing to do with the use or function of the arch support, the Scholl company carried its case to the Court of Appeals at Washington. No satisfaction was forthcoming. The opinion of the court was that evidence of extensive use of a picture is not pertinent on a question of descriptiveness when trade-mark registration is sought for the picture. "It is immaterial," remarked the court, "that the device has been extensively used."

Here's Another Grocery Store System

The "Kash-Karry System" of serve-yourself grocery stores has been organized to conduct a chain of stores, the rights being sold to one man in a town to conduct a store there.

The system claims to operate on 7 per cent overhead and sells the right to a town for \$6,000, which includes stock and fixtures. The right itself costs \$100 yearly.

Montgomery Ward July Sales Over Seven Millions

The sales of Montgomery Ward & Co. for July were \$7,353,441. Compared with \$5,297,376 for June, there is shown an increase of 38.81 per cent. Sales for the seven months ended July 31 were \$66,642,316, and compared with \$49,141,514 for the same period last year, there is an increase of 35.61 per cent.

Unlike Any Other Community

JOPLIN Missouri

The Market 200,000

Joplin is the operating center of the Missouri-Kansas-Oklahoma zinc field, the greatest in the world.

During the Fall of 1919, the U. S. Bureau of Mines released a report by W. E. Henry, made from personal study of the Joplin zinc territory. The report includes this data:

"This district has for many years held first place in the United States in the quantity and grade of zinc concentrates produced. According to data furnished by the United States Geological Survey the district produced in 1913 zinc ores and concentrates having a recoverable zinc content of 146,874 short tons, representing 42 per cent of the United States production. This ratio decreased in 1915 and 1916 to 28 per cent when larger quantities of foreign and western ores were smelted. Owing to the falling zinc market since 1917 many of the other districts have suspended or curtailed operations, but the mines of this area have had an increased output so that the present production is approximately at the rate of about 240,000 tons of recoverable zinc per annum, or about 61 per cent of the United States production."

In previous advertisements we have dwelt on the unusual class of miners—over 95 per cent American born white.

Unlike Any Other Newspaper

Joplin Globe

(A. B. C. Member)

Paid Circulation - - 25,709

Average for six months ending March 31, 1920

Line rate 7c. flat

Mornings except Monday

As the Joplin Globe is indisputably the foremost publication in the rich Missouri-Kansas-Oklahoma zinc field, it has come about quite naturally that people living there or even outside the district, look to the Globe for zinc information.

A special daily mining department has been maintained by the Globe for years. The Globe is MORE than a daily newspaper.

Representatives

E. Katz Special Advertising Agency

Established 1888

Chicago

Kansas City

New York

Atlanta

San Francisco

Advertising a Public Library

In Kansas City, Purd B. Wright Shows That Money Spent in Advertising a Free Service Is Money Wisely Invested—Appeal Directed to Business Men to Use Reference Department

A FEW years ago, Purd B. Wright, librarian of the Kansas City Public Library, came into some funds for which there was no pressing use, and decided to use the money for paid advertising. The results were so gratifying that it was with a real heartache that he realized that the funds were exhausted just as the big returns commenced. And the funds were so limited.

"The real trouble is not in advertising, but in convincing a board of directors that money expended in judiciously advertising a free service is money wisely expended—that with the value of free library service properly known it will be more adequately supported," Mr. Wright informs PRINTERS' INK.

So, being short on funds, long on belief in library service and "strong in wind-power," as Mr. Wright himself says, when a recent opportunity presented itself to speak before the Optimist Club, a Kansas City organization of business men, the librarian bore down rather heavily on what the library could do for business men through its business department. Desiring to impress upon his hearers the full nature of the service offered, he went so far as to become unethical and dared those present to submit any question that came to them. Realizing that this was going it rather strong, he hedged a bit by saying that while there might be some question that would make the business reference department throw up its hands, it followed that it couldn't answer any question unless given the opportunity.

Of course the ubiquitous newspaper man was there—this time in the person of C. C. Rosewater, business manager of a Kansas

City newspaper, who proceeded to say that the library man would receive a letter the next morning with a request for information, and if it was furnished, it would be a distinct service. He refused to say then what was wanted, on the ground that if the question were asked and the library man failed, it would spoil the talk. The letter came the following morning, and at 4 p. m. in reply to his question a bibliography of the zoning system of cities was handed Mr. Rosewater. This service was followed by a kindly offer to give space for a six-inch double-column ad advertising the library, if copy were furnished. And for weeks, to prove the value, the ads were keyed through the telephone number. When the value had been proved, and the switching became a burden, the "key" was removed.

"Every ad," Mr. Wright says, "has brought new patrons to the library, and usually with a statement from the inquirer that he did not know the public library would aid in that sort of problems."

The advertising which this library has put forward is written solely from the viewpoint of the business man. The following quotation from an advertisement directed to the salesman indicates the tenor of the campaign:

"The new angle that puts fresh pep into the time-worn sales arguments you have been using until it is stale, is here. The Public Library is a huge warehouse of profitable ideas for the wide-awake salesman. You can increase your efficiency, your sales, your commission and your salary by studying the books we have bought for you. Step in to-night and tell one of our librarians what kind of a book you want—they will help you select the best."

"That the advertising has been effective goes without saying," according to Mr. Wright. "This library does not seek non-resident users, the cost of such service being placed at \$4 per year, but we are having many queries as to charges for out-of-town service."

Censoring Wall Street

WOLVES of Wall Street use the newspapers as their chief ally to prey upon the unwary public.

One of the few New York papers that absolutely and fully protect their readers by a most careful investigation of all financial houses before accepting their advertising is the **NEW YORK AMERICAN**.

That **NEW YORK AMERICAN** readers place the fullest confidence in the news and advice rendered in its financial section is conclusively proved by the many hundreds of letters received by the **NEW YORK AMERICAN** Investors' Bureau every week.

This correspondence shows that hundreds of thousands of dollars are available for investment by **NEW YORK AMERICAN** readers from week to week.

Very few newspapers are in a position to give such positive proof of the substantial quality and spending power of their readers as is here given by the **NEW YORK AMERICAN**—the only three-cent morning paper in New York City.

7 1/2

We, as a firm or as individuals, members of this firm, have acted as advertising counsel for The Enterprise Manufacturing Company for twelve years. This is one of the accounts that has enabled us to achieve the remarkable average association with our present accounts of seven and one-half years per account.



Donovan

1211 Chestnut St.

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Seven and One-Half Years

The Enterprise Manufacturing Company's general kitchen utensils—food and meat choppers for housewives and sausage stuffers for butchers and farmers, etc., etc., are known and sold in every section of this country.

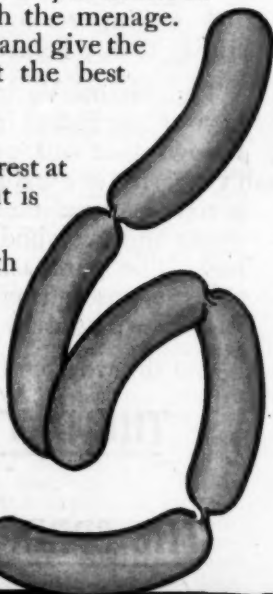
They are great household economies . . . they ease the burden of the housewife's cares . . . put smiles in the kitchen that radiate all through the menage. They help make farming profitable and give the butcher the means of turning out the best products.

* * * *

As an instance of maintaining interest at concert pitch the Enterprise account is valuable to us.

The newness, freshness and strength of the Enterprise advertising treatment is constantly reflected in the increasing demand its products enjoy.

Can there be any more convincing statement made as to the value of Donovan-Armstrong service?



Donovan-Armstrong
Advertising
Philadelphia

If You Want Money Go Where Money Is

The fellow with the intention to buy but no money to buy with, may be an interesting fellow; but he pours no water on your wheel nor adds an ounce to the lifting power of your hoisting jack.

A willingness to buy must be coupled with the ability to buy before you get action.

The Miami Valley is the richest agricultural region of like extent in the world, and it just naturally follows that our people are the most prosperous. Prosperity is a habit with them. They make prosperity because they are industrious. Everybody works and everybody earns and everybody is able to buy. The purchasing ability of the people in the cities, towns and on the farms of the Miami Valley is not surpassed by an equal population anywhere.

Get the word to them and you will get results.

THE DAYTON DAILY NEWS

AND

THE SPRINGFIELD DAILY NEWS

Are read in practically all the homes in southwestern Ohio.

These newspapers have something to sell besides space and the biggest circulation in their territory:

"Reader confidence," that's the answer.

THE NEWS LEAGUE OF OHIO

DAYTON, OHIO

SPRINGFIELD, OHIO

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What Is Public Economy?

Money Is Not Always Saved to Good Purpose—Selfishness of Individuals Frequently Spoils Opportunity for Real Saving

By Hon. William C. Redfield

Former Secretary of Commerce

AS each session of Congress draws towards its close the leader of the dominant party in the House of Representatives or the Chairman of the Committee on Appropriations rises to state the economics which have been effected through wise vigilance in running the government. The unconscious humor of this performance is enhanced by the seriousness with which it is done. The speakers are earnest, the auditors are interested, the press are attentive, the public hear or read and to some degree believe.

It would be illuminating on some occasions when the prophets of economy as it is wrought were imposing themselves on the alleged Congressional mind, if there were to arise some one who had first-hand knowledge of the facts with freedom to question. If such questions as "what are you leaving undone" and "what does it mean" were then pressed home, they would often confound the orator and a waken protest amongst his colleagues. If again the cost of economy were then and there to be made plain by *one who knew*, there would be times of refreshing dissonance in legislative halls. Let us suppose for the sake of example that in the debate on an agricultural appropriation bill the man with first-hand information drew out the fact that because of its terms the work of preventing hog cholera must stop. Consider the agitation among honorable members from the Middle West. A straight vote in favor of hog cholera would not be large, but so long as no one knows and we must have economy, out goes the fund and in comes the cholera. That work, to be sure, is said to have saved forty million, but nev-

ertheless the committee decides we can no longer afford it, and so long as no member knows enough to ask about it we get both so-called economy and cholera. Some keen and stalwart spirit who would search the records of estimates and appropriations committees and could inform himself fully on the facts, might keep the chairmen and members of those committees on the rack of bitterness for many a day, developing hour by hour that these gentlemen either knew little of the consequences of their economy or coldly asserted their own arbitrary judgment over that of experts and administrators. For a record of what poses as economy, that is to say for the absence of spending, is sought of all Congressmen on behalf of their party regardless of its cost to the country or of their personal desire for appropriations.

PRINCIPLES OF ECONOMY NOT IN GOVERNMENT PROCEDURE

There are certain acknowledged principles of economy accepted in business and industrial life, but which are conspicuous by their absence from government procedure. Work should not be undertaken at all unless conditions permit it to be done in the least costly manner. This is as commonplace in business as unusual in government. Piecemeal appropriations are made insufficient to permit continuous work or a total is fixed which is too small and a deficiency appropriation must be obtained to complete the job.

The source of pressure for expenditure is overlooked in most of our discussions of public economy. Congress says the departments are the source of demand for money because they present each year estimates calling for

Portion of address, August 23, before the National Publishers Association.

larger sums than Congress allows. Congress does not know and would not believe if it were told the extent to which the departments resist demands from the public for new or enlarged service. Congress, furthermore, has a nice little way of adding items of its own. For example, fish hatcheries. There is a new crop of bills creating them every year, demanding far more than are needed, not always placed where a natural supply of water is available. In at least two now operating water has to be continuously pumped. Parts of the country either seem to regard a fish hatchery as essential to their happiness or their Congressmen feel it is one of the things to be gotten "for the district." If the department in co-operation with the proper committee did not reject many hatcheries for which bills are introduced, the hatcheries would in time stand in rows across the land. Bright light would be thrown on "public economy" by tabulating the bills introduced each session providing for new outlays, most of which fortunately fall by the wayside.

PUBLIC EDUCATED TO MAKE DEMANDS

Upon both Congress and the departments, however, comes a pressure for which neither press nor platform makes due allowance. We add to this country every six months a population as large as that of Buffalo and such a population, as any Buffalonian would tell you, has wants which must be supplied. Furthermore, we are constantly educating through the press this increasing population to make greater demands and public bodies bring heavy pressure on Congress to meet those demands. In 1913 the sum appropriated for promoting American Commerce abroad was \$60,000. The business world has co-operated in getting that amount raised to over \$600,000. The country grows in size and in the sense of its needs, and, like *Oliver Twist*, it calls for more and keeps calling. New buildings, new services, enlarged functions, new commis-

sions, new departments, are always urged. Two new departments are to-day being actively pressed. Meanwhile the central legislature, finding it impossible to meet all the demands, carries on its debates concerning them in the presence of the ignorant and the absence of the informed and necessarily makes more or less a mess of the whole matter. The marvel is that we get along so well.

Public economy is not the absence of expenditure, but it is wise expenditure. Real economy looks not to the sum spent but to the results obtained. It thinks of the use of money as a tool to do certain work well. Public money is often spent and wasted by letting public plants run down. Such is to-day the condition of the lighthouse fleet both as to numbers and in some degree as to quality, but for it an appropriation asked of five millions has been refused. This refusal simply means the spending of more hereafter. Public economy, furthermore, is a stern process. We can have it whenever we want it, but we should seek it with eyes open to what it means. No reduction in the force of clerks will save great sums, though of course any saving that does not cripple needed work ought to be made. Saving on a large scale must come from doing less work, and the public have never shown a disposition yet to have less work done. Contrariwise they always cry for more. Consolidations are possible, duplications are removable, forces are reducible, but none of these or all of them go to the root. We should do away with the so-called "Official Register" which is pure waste, and we either should arrange for the mid-period census of manufactures so that it can be properly published or else should abandon it. The tens of thousands this work costs are largely wasted unless a sufficient force is employed to make the information available without long delay. If, however, leaving actual war expenditures aside, we are to save a billion or more, the savings must cut very deep—so deep as to raise a wide



A sound merchandising plan, good copy, attractive layout and illustration, surely—but there we do not rest content. Our conception of service requires a “follow through” on every individual piece of work; a watchfulness to see that every advertising campaign is utilized in the most effective manner. THOROUGHNESS is a fundamental with us.

Our booklet “The Relation of Advertising to Business” will help you get our point of view on advertising.

**Mitchell-Faust
Advertising Co.**

ESTABLISHED 1904

Tribune Building · Chicago

variety of strenuous howls all over America. There is little hope for large economies saved by abandoning established work and a great deal of it. Will they abandon meat inspection, pure food laws, supervision of railways and vessels? Take a list of the Government services and see which can be done away with or reduced for a time to a skeleton basis, and see also what will happen if this is done. Shall we cease inoculating fish with clam germs and so stop the pearl button industry? Let us refuse to finish the primary surveys of the country and hear what civil engineers have to say. Let us stop the observation of ocean currents and wreck a few more steamships in so doing. Let us shut down on the constant demand from mariners for further aids to navigation and wait for the sailor's voice to speak.

NEVER WILLING TO MAKE SACRIFICES

Yes, we, the people, want to reduce expenditures but the main road through our county must have its share of Government funds. We wish thrift but we do not like a cheaply run post-office department; we think not of the millions said to be saved but of the service we do or do not get. Yes, we want economy but the army post must not be removed from our neighborhood. We believe in lessened outlay but our harbor must be improved in the interest of commerce. We want economy but we do not want to pay its price. Meanwhile the men who know the details in their various bearings are not permitted, save on one or two occasions a year, to tell the truth and then only to a group of two or three committeemen who do their best but are dealing with a problem hopeless alike in its extent, its conditions, and in its importance. What shall we do then? A budget system is good. It does not go to the root any more than a carefully prepared financial statement in any industry will do away with wise management by the directors and the staff. No industry, however, would long survive if its executive officers were excluded

from direct statement to the board of directors. Put the members of the Cabinet or their subordinates who know the facts and who alone are in intimate daily touch with them where Congress can question them and where they can speak so that Congress or the country or both can hear, and a long step will be taken. To-day a member of Congress may not question the man who knows save through the second-hand method of a committee. Were he present where one could ask him questions, a Congressman might find that he knew more about his daily work than Congress did, and the contact might make him both sadder and wiser. The balance between conflicting demands can only be struck by getting together.

Government by indirection produces a type of long-distance supervision falsely called economy which means costly waste. Real public economy arises in the mind and conscience of the citizen. It begins at home. It is the outcome of character plus training. We cannot successfully both want to spend and want not to spend. We can have economy when we want it enough to be content when it hits us as it most certainly will do before it goes far. For the moment we ought to bring the men who spend into close contact with those who provide that each may learn from the other, and for the future we should remember that economy must be a characteristic of our people themselves before we can expect it to become regnant in our Government. The education in this vital respect of our public opinion is a task calling for the best efforts of our press, our literature, and of the men of light and leading in our public life.

W. A. McDermid, Vice-President, Parfumerie Lournay

W. A. McDermid, who was for six years sales and advertising manager of the Mennen Company, Newark, N. J., is now vice-president and general manager of Parfumerie Lournay, Inc.

H. N. Condict, recently Eastern manager for *The National Builder*, of Chicago, has been made advertising manager for *The Clothier and Furnisher*, of New York.



ERWIN, WASEY & COMPANY
Advertising
 CHICAGO

The professional character of this organization rests fundamentally upon the information at its disposal, which constantly is being renewed by competent investigation

The **Peptimist**

A change in
name only

**BUILDING
MATERIALS**

A Magazine for the Dealer



BUILDING MATERIALS

A Magazine for the Dealer

A year ago The Peptimist was founded—a monthly magazine to serve the retail dealer in building supplies like brick, plaster, metal lath, lime, cement, builders' hardware, wallboard and so on.

Its editorial object was to make a better business man out of the dealer.

It followed the dealers' preferences, accurately determined, as to name, page size, frequency of issue and character of editorial matter.

And now the name has been changed in order not to conflict with the name of a publication issued by the Columbia Graphophone Co.

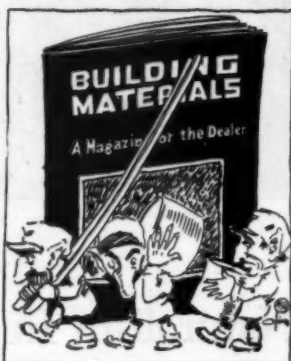
Building Materials (Formerly The PEPTIMIST)

This Magazine is the Only A. B. C.

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BUILDING MATERIALS

A Magazine for the Dealer

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The change in name is the only change.

In one year this magazine has made a real place for itself. It is edited *with a smile*, in the belief that there's no good reason why a trade paper should read like an OK'd in-voice.

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issue

It helps its readers—who as merchants handle most of the materials used in all the construction work in this country—it helps them by telling them what to buy and how to sell it, how to keep stock, how to run their books, how to deliver their goods, how to collect accounts.

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PTIME
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Most of the editorial matter is written by the readers themselves—our pages are a medium for the interchange of their ideas—that's reader interest!

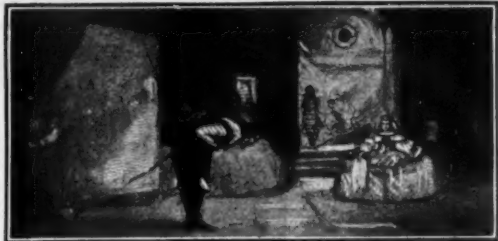
11,000 CIRCULATION

Our gross circulation is 11,000 copies monthly. We guarantee that 10,000 go to real building material dealers. The magazine is a member of the Audit Bureau of Circulations, of course.

Send for a specimen copy. If you have a message for the retail building supply dealers of America, this magazine can deliver it effectively.

14 NEW TELEGRAPH BUILDING
DETROIT, MICH.

A. B. C. Paper in its Field



Naturalism In Posters

"VELAZQUEZ seems to have just dropped in and painted whatever was going on" says Randall Davies, the critic.

¶ It is this naturalism, the glory of Velazquez, that should be the object of modern poster-painting.

¶ No matter how mechanical the subject or how conventional the medium, the Commercial Poster Company staff endeavor to make posters naturally convincing.

¶ To carry both the spirit and the technique of the original to the billboards, the reproduction must be undeviating in line and color.

¶ Your request for information will be considered a draft on the time of the President of this Company to be honored as quickly as possible.

The Commercial Poster Co.

A. R. McCandlish, *President*

6545 Carnegie Avenue
Cleveland O.

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Meeting Radical Propaganda with Reason Why Copy

A Banker's Answer to a Labor Leader's Statement

[EDITORIAL NOTE.—PRINTERS' INK is glad to present to its readers an article by James H. Maurer, president of the Pennsylvania Federation of Labor, one of the radical writers on labor subjects—and the answer to its arguments by a prominent bank. In its interesting figures concerning value produced in dollars per wage earner per annum, and its frankness in meeting radical propaganda with fact argument, it is believed the article and its reply will prove entertaining and valuable to all manufacturers. Mr. Maurer's article showing the radical viewpoint with his own headings and italics is given verbatim below, followed by the banker's answer. The banker makes a suggestion to labor which is most significant.]

"PRODUCE MORE"—WHAT FOR?

BY JAMES H. MAURER

INCREASED production is everywhere being urged as the remedy for the present unrest. What does organized labor think of it? Here is the answer, by the President of the Pennsylvania State Federation of Labor.

"Speed up; work like blazes; produce more! The world needs our goods—produce, produce, PRODUCE!"

Manufacturers, big and little, and politicians from the President down to the ward heeler, are dining into the ears of the workers the "necessity" for greater production. They tell us workers that the trouble is that we aren't producing enough, that the world needs "our" goods, and that to solve the problem of greater production we must speed up. Let us examine the facts.

For the fiscal year ending June 30, 1919, the total *excess of exports* over imports of all commodities was \$13,351,906,082. This means that the workers of the United States supported themselves, supported the unemployed within their ranks, supported the entire military forces within the confines of the country, supported the vast body of useless political functionaries and investigation

committees, supported the capitalist class and all their lackeys, and on top of all this *produced enough food, clothing, shelter, fuel and other commodities to export nearly thirteen and one-half billions worth more in a single year than was imported.*

You who are the workers sent out of the country 178,583,000 bushels of wheat during that year. Did any of you have too much bread? Did any of you have even enough bread?

You also sent out 27,540,000 bushels of rye, and 24,190,000 barrels of wheat flour and 1,488,000 barrels of rye flour. You sent away five times as much wheat and twice as much rye as in 1918. And between 1914 and 1919 you increased the amount of steam tonnage of the United States by more than 382 per cent.

SAYS FEEDING THE WORLD IS MISTAKE FOR UNITED STATES

With a sudden burst of generosity you sent away 1,115,865,000 pounds of sugar last year and 136,230,000 pounds of glucose. Having become used to going without bacon, you exported 1,239,540,000 pounds of it to other countries.

Not having much bread you sent away 33,740,000 pounds of butter and over eighteen and a half million pounds of oleomargarine.

The weight of condensed milk you were not able to buy back with your wages amounted to 728,741,000 pounds.

Just for good luck we offer a few more authentic figures which you might clip out and paste in your shoddy hat for future reference.

With but six per cent of the population of the world and only seven per cent of the land, the United States—that means US—produces:

Eighty-five per cent of the

world's supply of automobiles; *seventy-five* per cent of the world's supply of corn; *sixty-six* per cent of the world's supply of oil; *sixty* per cent of the world's supply of copper; *sixty* per cent of the world's supply of aluminum; *sixty* per cent of the world's supply of cotton; *fifty* per cent of the world's supply of zinc; *forty-two* per cent of the world's supply of coal; *forty* per cent of the world's supply of lead; *forty* per cent of the world's supply of silver; *forty* per cent of the world's supply of steel; *twenty-five* per cent of the world's supply of wheat; *twenty* per cent of the world's supply of gold, and refines; *eighty* per cent of the copper, and operates *forty* per cent of the world's railroads.

Increase production? Produce more commodities? *What for?* Aren't the workers *now* producing billions of dollars worth more than their wages will buy back—*more* than they are permitted to consume?

Is increased production the solution for the problems confronting the workers?

The figures you have just read say "*No!*"

The problem for the worker is, *not* increased production, but *increased consumption*. Not how to produce more, but *how* to consume more.

The Banker's Answer

THE outstanding statement of the above article is that during the fiscal year ended June 30, exports from this country exceeded the imports by the sum of \$13,357,906,082. Upon these figures Mr. Maurer builds his theory that the workers are producing vastly more than is distributed to them, and that therefore they have nothing to gain by producing more.

These figures are grossly erroneous; in fact they exceed the total of both exports and imports for the fiscal year named. The official figures of our foreign trade for that year are, exports \$7,225,084,257, imports \$3,095,876,728, trade balance \$4,129,207,675. So Mr. Maurer's foundation statement is only 30 per cent true.

There are no census figures for the total production of commodities in the United States in that year, but reckoning from previous figures and allowing for the existing prices, it probably amounted to \$70,000,000,000, of which the excess of exports over imports would be about 6 per cent.

The trade balance of last year was an abnormal one, due to the prostration of European industries. The people of Europe were under the necessity of importing heavily and at high prices. The larger part of our exports were

	Production in dollars per annum omitting 000		Horse-power per wage-earner		Value produced in dollars per wage- earner per annum	
	British	American	British	American	British	American
Boots and Shoes.....	\$100,475	\$511,795	.172	.486	\$855	\$2,580
Boxes, Cardboard.....	10,335	54,850	.114	.590	530	1,375
Butter and Cheese.....	50,820	274,555	1.477	5.507	6,550	14,895
Cement.....	18,105	63,205	3.195	13.873	960	2,340
Clothing.....	310,845	952,830	.045	.165	790	2,420
Cotton Goods.....	660,000	628,390	2.214	3.423	1,180	1,480
Clocks and Watches.....	3,065	36,950	.125	.628	685	1,480
Cutlery and Tools.....	10,235	53,265	.420	2.069	820	1,615
Dyeing, Finishing Textiles	90,000	83,555	1.949	2.449	920	1,895
Gas Works.....	104,220	166,810	.687	3.469	2,110	4,485
Hats and Caps.....	26,280	82,990	.181	.588	745	2,070
Hosiery.....	43,960	200,140	.163	.804	920	1,545
Paint and Varnish.....	45,635	124,885	1.375	4.012	4,315	8,770
Paper.....	68,105	267,655	4.201	15.846	1,650	3,325
Printing and Publishing..	67,740	738,785	1.133	1.154	1,980	2,860
R'way Carriages, Wagons	49,250	123,730	1.126	2.274	1,820	2,870
Silk.....	26,725	196,910	.608	.989	710	1,990
	\$1,685,795	\$4,561,300	19.185	58.326	\$27,540	\$58,395

The number of wage-earners in these trades is 1,499,315 in Britain and 1,853,579 in America, or, roughly, as 4 : 5. Averaging all the trades, analysis of the statistics shows: The total production is as 1 : 2.64; the horse-power employed is as 1 : 3; the value of output per wage-earner is as 1 : 2.1.

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Reliance
Twelve Reasons Why

Shoulders that Slope and Fit

ANOTHER distinguishing mark of Reliance Work Shirt superiority is the fit of the shoulders. The reason many manufacturers make square shoulders and straight arm holes is because it saves a large amount of yardage. It takes extra material to make sloping shoulders and arm holes that give comfort and appearance as well.

The lines of a man's neck, shoulder and upper arm are not a series of angles; there is a gradual sloping contour and the point of the shoulder is lower than where neck and shoulder meet.

Form fitting, sloped shoulders are characteristic of all Reliance brands of shirts and one of twelve reasons why the man who has once worn a Reliance made shirt hesitates to accept anything else.

Reliance. The suggestion is justified by twelve reasons why.

Your jobber can supply you, but if, for some reason unknown to us, he does not offer you our brands, please drop us a line, care of Department D.

RELIANCE MANUFACTURING COMPANY
WESTERN MADE WORK SHIRTS
CHICAGO



One of a series of trade paper advertisements.

We consider trade paper advertising an important agency function—no more to be neglected than a general in the field would omit to use his artillery, cavalry, infantry, signal corps, or any other branch of the service.

CHARLES F. W. NICHOLS COMPANY
General Advertising
Twenty East Jackson Boulevard
CHICAGO

Concentrate on Quality

Every quality argument is strengthened by the use of

ART MAT

The incomparable dull finish coated

The first impression of an Art Mat publication is the impression of quality. Its full dull surface, the dignity of its type page, the richness of its illustration, and its indescribable atmosphere of distinction and refinement will stamp the seal of quality upon your goods from the outset.

Costs more

Worth much more

LOUIS DEJONGE & CO.
NEW YORK CITY



farm products, foodstuffs and necessities, without which the sufferings and loss of life of the population of Europe would have been far greater than they were. Thanks to the farmers, not many of whom are under the influence of the doctrines set forth above, the country produced sufficient to allow of these agricultural exports and to save Europe from starvation. Has America done too much in the face of a world calamity, and does Mr. Maurer think the members of his Federation would have been better off, or as well off, if in the face of this emergency the farmers had suddenly determined to restrict their labors to eight hours per day?

In 1913 there were published in *The London Times* and other English periodicals tables compiled from the British Census of Production (1907) and the American census of 1909, showing the total annual production, the number of wage-earners, the horsepower employed, and the annual value per wage-earner in twenty-six leading manufactures. Seventeen of these were recently reproduced in an article in the *London Times*, and are representative. They are given on another page of this article. Values are converted at \$5 to the pound sterling.

The superiority of the United States in power equipment means a greater capital investment in the industries, and this accounts for the greater volume of product. It has resulted in a more abundant supply of all the comforts of life, higher wages and a larger and more widespread distribution and consumption than exists in any other country. These results are all related to each other, so that as production increases they all increase in corresponding degree. If all the forces that are working to embarrass and restrict production in this country were turned over to assist it, it is probably not too much to say that the results obtained might compare with present results as favorably as results in the United States have compared with results in England.

Some months ago we quoted from another English writer figures taken from the same comparative statement of British and American industry, showing that over a term of years the average production of bituminous coal for each miner in the United States was 550 tons and in England 270 tons, which is the more interesting in view of recent revelations that the miners in the United States are not employed more than about two-thirds of the time. It was said that the superior output in the case of coal was due to the use of coal cutting machinery in the United States, and in view of Mr. Maurer's contention that the services of employers or capitalists are superfluous, it may be said that the introduction of coal cutting machinery even in this country has been commonly opposed by the labor organizations. Indeed it must be taken into account that although there are many creditable exceptions among the labor leaders, the attitude of the organizations usually has been antagonistic to innovations and improvements which have the immediate effect of displacing labor. This attitude may be explained and excused even while it is condemned; employers have not always been properly considerate of the workers in introducing new methods but, after all, society is interested in progress in industry, and organized labor has often opposed changes which have proved enormously beneficial to the working people themselves.

WHO CONSUMES THE PRODUCTS?

It will be instructive to look over the above showing of this country's share in the world's industries, and consider the uses of the products named, and how wage-earners, farmers and the great body of the people generally would be affected by increasing or diminishing their production.

The list heads with automobiles, which come nearer to being apertenances of the rich than anything else on it, but as 60 per cent of all the cars made are Fords

and probably 85 per cent are of the cheaper makes, it can hardly be said that the rich absorb a very excessive share even of automobiles.

Corn, of which we produce 75 per cent of the world's supply, is a common source of sustenance for the whole population; oil, as a source of light, fuel and by-products for the industries, is of common service, and so is copper, zinc and coal, the latter being the chief source of power for all the industries; steel is devoted to the industries; cotton is the clothing material of the millions. Who will be most benefited by greater abundance of all these products, the rich or the poor? Who gets the bulk of these products, or the service from them now, and who will derive the benefits of increased production?

It is remarkable that the United States should have 40 per cent of the railroad mileage of the world, but can anyone argue that it has more railroad service than it needs, or that the rich enjoy most of the benefits of railroad service? Industry is embarrassed in all parts of the country now, because of the inadequacy of railroad service, partly resulting from discontent stimulated by such reasoning as is set forth in the article quoted above, and partly because there is a lack of available capital to provide needed equipment and make needed improvements.

THE RECIPROcity OF INTERESTS

The quoted article is typical of the agitation which is deranging industry, curtailing production, raising the cost of living and obstructing the world's recovery from the losses of the war. The author of it plainly has no conception of the fundamental reciprocity which exists throughout modern industrial society. The owners of industries and managers of business are as much interested in the widespread distribution and consumption of products as Mr. Maurer can be. There is no use for capital except in supplying the wants of the population, no need for investments or

chance for profits unless the people are able to buy the products. If profits are large, the amount of new capital available for investments will be large, the demand for labor will increase, the expansion of production will be rapid, and more goods will come on the market for distribution.

Mr. Maurer is right in one respect, whether he grasps the full significance of his assumption or not, and that is that the true measure of the distribution of wealth is in the distribution of consumable products, rather than in the ownership of productive property. The value of the latter is in the goods produced and they must be followed into consumption to determine who derives the benefits. When this is done the fallacy of current theories that two or three per cent of the population derive most of the benefits from the country's existing wealth is clearly apparent. The employment of the industries is in producing goods for the masses of the people, and there is bound to be such a continual readjustment of wages and prices as will enable the consuming public to take the current production off the market, otherwise there would be an accumulation and glut, investments would become unprofitable, and further accumulation of capital useless.

THE EMPLOYING CLASS

The proportion of the country's industrial product that is consumed by the people included in what Mr. Maurer calls the "capitalist class and all their lackeys" is a very small part of the total. The number of personal incomes of \$10,000 per year and over in this country in 1917 was reported by the Commissioner of Internal Revenue at 161,996, and the number of \$5,000 and over at 432,662. A large part of the larger incomes is not expended upon consumption, but goes back into the industries for their development. But if the total of all personal incomes of \$10,000 and over was distributed to 110,000,000 people the result would be only \$32 to



Right About! Face!

Not long ago the manufacturer of a new household article of real merit (but not a new invention) wanted quick big-factory-output.

He invested \$70,000 in a national advertising campaign. 16,000 new distributors were secured.

The sales to these 16,000 new distributors are said to have totalled less than \$10,000.

Then the advertising agency came to the rescue. "Your product is highly competitive," said he. "You must try to storm only as many citidals as you can hold. Let's divide America into zones, secure adequate distribution and do adequate advertising in only a few zones simultaneously. Not bite off more than we can both chew and digest!"

It took only two or three years for this real advertising agent to make his educated client a national success.

Have you any doubt as to whether the newspaper is the safe and sane as well as the only high-powered get-there-quick vehicle for national advertising?

Start your zone campaign with the biggest and the most profitable market. Then radiate.

Ask us WHY NEW YORK FIRST

Try advertising in newspapers by the year

THE NEW YORK WORLD'S MERCHANDISING DEPARTMENT

Mallers Bldg., Chicago

Pulitzer Bldg., New York

Ford Bldg., Detroit

The Evening World

Cosmopolitan

announces

James T. Aubrey

as Western Manager to succeed
Stanley V. Gibson who leaves this
magazine to take charge of the
Western territory for the Butterick
Quarterlies.



Mr. Gibson's former associates
wish him the fullest measure of
success in his new work.

August 23rd, 1920

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each, while if the total of all incomes of \$5,000 and over were divided the result would be only \$44 each.

No thinking person will dismiss the entire class of proprietors and highly-paid experts as contributing nothing to production. Most of them have made their own way and come to the front through their qualities of leadership and abilities to accomplish results. They have accomplished the innovations which have made the productive power of the American workman double that of any other workman in the world.

If Mr. Maurer's contention is correct, that the present owners and managers of industry are superfluous, why not proceed to eliminate them by the old-fashioned process of competition? Any service that is unneeded can be dispensed with without a revolution. There are 2,000,000 railway employees in the United States, whose incomes average over \$1,500 per year, and if they were to save on an average \$50 per year each they could buy control of the New York Central system in one year, of Baltimore & Ohio and Erie together in less time, and of all the through lines between Chicago and New York within five years, at present market prices for the stocks. We offer the suggestion as a substitute for the Plumb plan, and it can be adapted for application to the other industries.

Here is a way for labor to enter the field if they wish. They can easily save capital; they can hire management and their own product labor. They are consumers, so they should know how to advertise and merchandise goods to themselves. Why don't they try it?

Better Business Bureau Conference in Chicago

A conference of Better Business Bureau Secretaries will be held in Chicago on September 1, 2 and 3. An attendance of some thirty secretaries is expected at this conference, according to William P. Green, organization secretary of the National Vigilance Committee.

Protects Trade-Mark by Advertising

The Royal Worcester Corset Company advertises in trade papers that "certain unscrupulous dealers are advertising and selling corsets packed in boxes labeled with the word 'Royal'."

The use of the word "Royal" in connection with the word "Worcester," says the company, "has been used for many years by the Royal Worcester Corset Company and this 'Royal' mark has been universally recognized throughout the world as being one of the standard trade-marks for this class of goods."

Dealers are warned that infringements will be prosecuted to the fullest extent. "When a buyer goes into a store and asks for 'Royal' corsets," it is asserted, "she means corsets made by the Royal Worcester Corset Company."

Immigration Increasing

More than five thousand immigrants are arriving daily at Ellis Island, according to the Department of Labor.

Only the lack of transportation facilities and the difficulties of immigration from Central Europe, the Department says, has prevented outstripping all previous records. Despite these unfavorable conditions, approximately eight hundred thousand immigrants arrived in the United States in the twelve months ending June 30, as compared with 141,132 in the corresponding period the year before, and the record of 1,285,349 in 1907.

J. A. Holland Leaving England for Canada

J. A. Holland, who since his demobilization from the Canadian Army after four and one-half years of service has been in Great Britain for the United States Rubber Company's advertising department, will become associated next month with the advertising department of Ames, Holden, McCready, Limited, Montreal.

Conover-Mooney Co. Has New Men

E. R. Malloney, formerly with the Snitzler Advertising Agency, has joined the Conover-Mooney Company, Chicago. Freeman DeWolfe has been appointed space buyer for this agency. Mr. DeWolfe was formerly space buyer for the McJunkin Advertising Company.

Col. Charles E. Hasbrook Is Dead

Col. Charles E. Hasbrook, manager and editor of the Richmond, Va., *Times-Dispatch*, died at Richmond on August 18 in his seventy-third year. Col. Hasbrook was at one time director and part owner of the Kansas City *Times*.

Advertising Flourishes in Central Europe

Germans and Austrians Anxious to Regain Lost Business and Advertise as Extensively as Before the War

By J. C. Osborne

Director for Northern Europe of the International Multigraph Co.

AN interesting phase of business conditions in Central Europe to-day concerns the cost of advertising and how little the increased charges that the publishers have been forced to demand has affected the volume of advertising.

Because of the increased cost of all commodities that enter into the production of publications—paper, for instance, has increased as much as 1,500 per cent and wages over 600 per cent—all newspapers and periodicals have increased their subscription prices from 300 to 500 per cent and are charging from 400 to 1,000 per cent more for advertising space than they did in peace times.

I have been very much surprised to find that when the average individual, who knows anything about the exchange value of Central European money in comparison with dollars, hears about the high prices that prevail there, he always translates these prices from marks or kronen into dollars, at the prevailing exchange, and concludes that the prices are very low. This is all wrong. If some article that the American formerly purchased for \$10 costs him \$20 to-day, he is justified in thinking that it is very expensive, for it has increased 100 per cent in price. If the German, on the other hand, bought this same article, in former times, for M.40—which would be about normal exchange—and to-day has to pay M.500, he has a greater justification for thinking it is very expensive, for it has increased 1,200 per cent in price, although the American would think it very cheap because, if he translated this M.500 into dollars at present exchange, it would only amount to about \$12. The Ameri-

can should appreciate that the German is earning and living on marks and not on dollars.

The reader will kindly bear this in mind in considering the figures cited here, especially with reference to the conditions in Austria, where an article that, in normal times, cost K.50 is now priced at K.2,000, an increase of 4,000 per cent.

Although there are all sorts of restrictions affecting business in Central European countries at this time, some of them natural, due to lack of raw materials, and some of them due to the economic regulations of the various governments, such as export and import restrictions, the business man is actively endeavoring to regain his former markets and is doing his utmost to find new fields for the disposition of his goods. Consequently the business man, in spite of the tremendous increase in the cost of advertising space, is purchasing such space and all the older publications are showing as much or more advertising than formerly, while a number of new periodicals are also being actively used. Moreover, business firms interested in import and export business are doing a great deal of advertising in newspapers and other journals published in the adjacent foreign countries, despite the poor exchange value of the mark, which brings their advertising costs in these periodicals up to a very high figure.

In Germany and Austria there are advertising and addressing agencies who make a feature of supplying advertisers with circular letters for direct-mail advertising, in some cases carrying out all the details of a publicity campaign of this kind. A short time ago the owner of one of these

Are You One of the Leaders?

The public is picking leaders in every industry.

You, as an individual, have formed your own opinion of certain manufacturers in various industries. To several you have acknowledged leadership. If you will check these carefully you will find that those firms which you have unconsciously accorded leadership are those that have aggressively and continuously brought their message to you through the pages of the publications you read, through direct-by-mail literature, billboards, street car cards, etc.

But is the public picking your own product and your firm as one of the leaders?

Answer that question honestly. Is there another organization—a competitor—who has gained that intangible something called "leadership" in your industry?

And do you aspire to that leadership?

Such an objective cannot be attained in a day. It takes something more than good advertising. Every detail of your merchandising plan must be carefully worked out and skillfully executed. We invite correspondence from manufacturers who recognize these conditions and whose desire it is to insure their present leadership in the industry, or to attain that leadership.

CAMPBELL-EWALD COMPANY

National Advertising

DETROIT

CHICAGO

The AMERICAN LEGION Weekly

Official Publication of



The American Legion

announces the appointment of

MR. H. R. DENTON

as

Western Representative

Office, 203 Conway Building, Chicago, Ill.

and

MR. JOSEPH J. LANE

as

New England Representative

Office, 638 Little Building, Boston, Mass.

The AMERICAN LEGION Weekly

627 WEST 43^d STREET

NEW YORK CITY

C. R. BAINES, Business Manager

H. D. CUSHING, Advertising Manager

"Over three-quarters of a million reader-owners support our advertisers"

concerns was discussing with me the effect the new law increasing the postage on ordinary letters to forty pfennigs—ordinary letter postage in peace times was ten pfennigs—would have on direct-mail advertising, and he expressed the opinion that the new postage increase would make this form of publicity prohibitive. He laid stress on the fact that paper costs, printing costs and wages had made it necessary to increase the price of these letters to such an extent that it was already questionable if this kind of publicity was profitable and this latest increase in postage would be too big a load for the advertising to carry. Consequently he felt pretty blue over the situation and thought they would have difficulty in maintaining their business.

I suggested that we analyze the situation from the beginning and consider the gradual growth of the increased costs that had taken place since peace times in this particular work. This we did, taking 1,000 letters as the basis of our calculation. The result showed an increase of 72 per cent over costs a year ago, and 343 per cent over what such publicity cost in peace times. Surely there need be no fear that these prices will have any material effect on business.

This view of the situation reassured him and events have shown that there was no need for his anxiety.

Shortly after this I had occasion to go to Austria and I was particularly reminded of the above conversation on seeing the condition that prevailed there. The value of the Austrian krone at the present time is about one-quarter of the German mark—normally its value is four-fifths of the mark—consequently everything is about four times higher in price there than in Germany, because they manufacture very little in the present Austria and are dependent almost entirely on imports.

Letter production is twenty times more expensive in Austria than in peace times and ordinary letter postage, that formerly cost

10 hellers, costs 80 hellers to-day. Nevertheless, this has no apparent effect on the advertiser. There is just as much activity now as there was formerly when everything was so much cheaper.

This would appear to indicate that advertising preserves its relative value to the selling value of the goods to which the publicity is devoted and this is only natural. In spite of the high production and buying costs of every commodity in Central Europe to-day, every business works on approximately the same percentage of profit it did in peace times. All direct and indirect production costs have increased and the manufacturer has had to take care of these higher costs and increase his prices proportionately. Therefore, if he has devoted, in normal times, a certain percentage of production cost to advertising, the same percentage will give him a sum of money sufficient to enable him to meet these higher advertising expenses as readily as he could the proportionately cheaper rates that previously prevailed, providing the bulk of his business has not fallen off.

In the same way the retailer, working on a basis of 30 to 40 per cent in peace times, still sells on the same basis. As his goods sell to-day at from ten to twenty times higher than they did in normal times, his gross profit is proportionately higher and he can pay as much more, proportionately, for wages, rent and all the other expenses of his business—including advertising—as his increased gross profits show over his former gross profits.

Even if the advertiser does not work on a percentage basis, most of them appreciate the fact that prices are high. Therefore, as he has to pay M.3,000 for a suit of clothes that used to cost him M.125 and M.400 for a pair of shoes or a hat that, in normal times, he purchased for M.20, he has become accustomed to big expenses and cheerfully pays his advertising bills, confident that the return he gets will be adequate to the expenditure.

Has "Truck-Age" Been Pre-Empted?

PAIGE-DETROIT MOTOR CAR COMPANY
DETROIT, MICH., Aug. 9, 1920.
Editor of PRINTERS' INK:

Will you please advise whether or not you have any record of a publication with the word "Truck-Age" included in its name?

We have a house-organ going to our truck dealers entitled Paige "Haul-Age." We only put out one issue of this publication, and then learned that another truck manufacturer uses the name "Haul-Age" for his house-organ. This, of course, means that we ought to change the name of our little publication, inasmuch as only one issue has been published.

We would like to change this name to "Paige Truck-Age," but before we do it, we would like to know whether we are infringing on some one else's name.

W. G. E. BIRKETT,
Truck Advertising Division.

Chicago Business Daily Announced

Chicago is to have a third morning newspaper, *The Journal of Commerce*, the first issue of which will appear October 11. It will be a business man's newspaper, published by Andrew L. Lawrence, who now publishes the *Journal of Commerce* of San Francisco. Glenn Griswold, western manager of Dow, Jones & Co. and the *Wall Street Journal*, will be business manager.

Eric Scudder Made Officer of Orange-Crush Co.

Eric Scudder, vice-president of the McJunkin Advertising Company, Chicago, has been appointed secretary and director of the Orange-Crush Company, Chicago, manufacturer of Ward's Orange-Crush and Lemon-Crush.

Certain-teed Products Co. Takes Over Linoleum Plant

The Certain-teed Products Company has purchased the entire capital stock of the Thomas Potter Sons Company, of Philadelphia, linoleum and oilcloth manufacturer, whose business was established in 1837.

S. E. Roberts with Deatel Agency

Steffan E. Roberts, for five years district sales manager of the Curtis Publishing Company, and later with the Hygrade Powder Company, of Philadelphia, is now with The Deatel Advertising Service, Baltimore.

Starch Account for Tucker Agency

Eustis, Pennock & Company, Boston, manufacturers of starch and its products, have placed their advertising in the hands of the Tucker Agency of New York. This company is about to put a specially prepared chocolate pudding on the market under the name of "Pennock's Chocolate Pudding." Newspapers and other mediums will be used in certain sections selected.

Real Estate Campaign for Bloomingdale-Weiler Agency

The Bloomingdale-Weiler Advertising Agency, Philadelphia, is handling an advertising campaign for the Philadelphia Real Estate Board in order to obtain the co-operation of citizens of Philadelphia in finding homes for employees of new industries that have come to Philadelphia.

"Herald & Examiner" Starts New Publication

The Chicago *Herald & Examiner* has started the publication of an automotive newspaper known as the "Chicago Dealer." It will be published monthly and sent free to all automobile, motor truck, garage, tire and accessory dealers in Chicago and surrounding territory and to the manufacturers whom these dealers serve.

New Art Organization in Chicago

F. W. Plumer, formerly with the Ethridge Company and the Charles Everett Johnson Company, of Chicago, and R. F. James, formerly of the Chicago *Daily News*, have opened an organization for advertising art counsel in Chicago.

Two Chicago Conventions at Same Time

The fall convention of the Audit Bureau of Circulations will be held at the Hotel La Salle, Chicago, from October 12 to 15. The American Association of Advertising Agencies will meet at the same time and place.

J. W. Hunter with "The Forecast"

John W. Hunter, formerly assistant publisher of the New York *Globe*, is now in charge of the western office of Chicago of *The Forecast*, New York.

Wesley Neff, formerly connected with the Meininger Studios, Detroit, has gone into business for himself in that city as advertising illustrator.

First In America

In a recent News Article, the "Editor and Publisher" printed the following list of leading want ad newspapers showing The Akron Evening And Sunday Times first in America on a per capita basis. The Evening And Sunday Times published over four million lines of paid want ads during the year 1919—

Average Classified Lineage Per Capita in 1919		Average Classified Lineage Per Capita in 1919	
Newspaper		Newspaper	
AKRON TIMES.....	22.51	San Francisco Examiner.....	9.28
Omaha World-Herald.....	17.54	Cleveland Plain Dealer.....	8.07
Columbus Dispatch.....	13.18	Detroit Free Press.....	7.72
Kansas City Star.....	13.89	Baltimore Sun.....	7.72
St. Paul Dispatch.....	14.36	Los Angeles Examiner.....	7.49
Seattle Times.....	14.14	San Francisco Chronicle.....	7.24
Portland Oregonian.....	13.27	Buffalo News.....	6.88
Denver Post.....	12.56	Boston Globe.....	6.19
Los Angeles News.....	11.86	Cleveland Press.....	5.89
Indianapolis News.....	11.67	St. Louis Post Dispatch.....	5.49
Washington Star.....	11.32	Chicago Tribune.....	3.42
Pittsburgh Press.....	10.98	Philadelphia Inquirer.....	3.17
Detroit News.....	10.76	Chicago Daily News.....	2.13
Minneapolis Tribune.....	9.41	Philadelphia Bulletin.....	2.01
Newark News.....	9.28	New York World.....	1.45

What is a better barometer of a newspaper's efficiency than its supremacy in want ads?

Akron is a live, prosperous city—208,000 people. Are you getting your share of business from this unusually rich territory? Advertise in Akron—get all the action possible out of your dollars spent for advertising—invest in the columns of the

AKRON EVENING AND SUNDAY TIMES

Member of A. B. C.

Akron's Largest Newspaper

National Advertising Representatives

CHAS. H. EDDY CO.

NEW YORK
Fifth Ave. Bldg.

CHICAGO
Peoples Gas Bldg.

BOSTON
Old South Bldg.



SIGNS & SYMBOLS

THE sign at the head of this advertisement is the famous emblem of the Advertisement Dept. of Odhams Press, Ltd., one of Britain's foremost publishing houses. It stands for *clean* advertising and indicates that Odhams guarantee the bonafides of every advertising announcement that appears in any of their publications.

Odhams issue a little monthly called "Odds & Ends" that contains much of interest to American Advertisers. To obtain a free copy every month apply on your business letter-paper—*today*.

Odds & Ends

A Monthly Journal from Odhams

Published by

ODHAMS PRESS LTD.,

85-94, Long Acre, London, W. C. 2, England

Some of the Publications of the Odhams Press:

JOHN BULL	PASSING SHOW	NATIONAL NEWS	EVERY WOMAN'S
IDEAL HOME	LONDON MAIL	SUNDAY EV. TELEGRAM	KINE. WEEKLY
PAN	PICTURES	SPORTING LIFE	ETC., ETC.

National Publishers Association Meets

THE first annual meeting of the National Publishers Association was held at New York on August 23. It was preceded by an informal luncheon at which former Secretary of Commerce, William C. Redfield, and acting chairman of the Advisory Council of the Commission on Postal Regulation, together with J. C. Koons, First Assistant Postmaster General, spoke on questions pertaining to the publishing industry. Mr. Redfield dwelt upon the subject of public economy, while Mr. Koons outlined the drastic needs of increased terminal facilities for handling the vast tonnage of mail matter in New York City post-offices.

After an interesting executive meeting at which the work during the past year was reported on, election of officers was held.

H. M. Sweetland, of the United Publishers Corporation, was elected president. Other officers are: R. J. Cuddihy, of Funk & Wagnalls Company, first vice-president; P. S. Collins, Curtis Publishing Co., second vice-president; Frank C. Hoyt, The Outlook Company, secretary, and Roger W. Allen, The Allen-Nugent Company, treasurer.

The new board of directors includes: Arthur J. Baldwin, McGraw-Hill Co., Inc.; Thomas A. Barrett, The Orange-Judd Company; F. L. Collins, *McClure's Magazine*; George E. Cook, The George E. Cook Company; Charles F. Jenkins, *The Farm Journal*; Dr. H. Edwin Lewis, *American Medicine*; B. A. MacKinnon, *Pictorial Review*; A. D. Mayo, The Crowell Publishing Company; E. T. Meredith, *Successful Farming*; Joseph A. Moore, International Magazine Company; Henry W. Newhall, Priscilla Publishing Company; Graham Patterson, *The Christian Herald*; A. C. Pearson, The Textile Publishing Company; and M. C. Robbins, *Gas Age*.

Army Plans a Broad Campaign

IN the wake of the news that all Army peace-time recruiting records were broken in July, and with every indication that 20,000 recruits will be procured in August, comes the announcement that another paid advertising campaign will be launched in October to include space in magazines, daily and foreign-language newspapers.

The cost of the campaign will be approximately \$240,000, and will be directed by Major S. A. Greenwell, chief of the Recruiting Publicity Bureau, U. S. Army, and the Advertising Agencies Corporation.

The Army has been using paid advertising more or less regularly for a year. Its various campaigns have been reported in *PRINTERS' INK*, and the reports have shown that something has happened to bring in recruits in larger numbers than was ever known before in peace times from George Washington's down to the present day.

The Army believes that no advertising can make the prospective recruit go right over to the recruiting office immediately after reading the advertising and put his name on the dotted line.

Certain conditions surround the prospect's desire to "buy" service with the Army, and the best advertising can do is to keep the matter constantly before him—to picture the Army as a good job—and let the cumulative effect lead an increasingly greater number of recruits into the ranks.

The copy, while directed at the recruit himself, reaches over his shoulder to all the people to tell them the Army is a good job for self-respecting young men.

The "learning-a-trade" phase of the new democratic peace-time Army will be the keynote of the campaign. That, coupled with the opportunity to travel, and the fact that you earn while learning is the complete copy idea that has been built on actual knowledge of conditions gained by a survey just completed.

Where Copy Slants Come From

A Ten-Foot Shelf of Possible Advertisement Plots

By Frank H. Williams

IN an issue of **PRINTERS' INK** some months ago appeared this caption over a short article: "When There Is Nothing to Say About the Product—Dig." The article itself had reference to the use of history in giving a new slant to advertising.

When there seems to be nothing to say about the product it is only common sense to 'dig for something new. But it is equal common sense to set about the process of digging systematically so that the results of the digging will stack up as being well worth while.

History, so far, seems to be about the only line in which any vast amount of steam shovel work has been done by the copy writers. And when history has been worked to a frazzle in the preparation of advertisements, where will the poor suffering copy writer next take his excavating equipment?

Here are a few suggestions as to the places where the advertisers might do some profitable digging. These suggestions, of course, are intended merely as guide-posts on the way, as a sort of rough map of the country which can be extended and filled in as the process of digging continues. Only a few of the most outstanding features of the country are noted on this map, but it may help and for that reason it is being presented.

If there is anything the American people are particularly interested in, it is Inside Information on almost any topic. We like to take clocks and watches and automobiles apart to see what makes them go. They enjoy hearing how glycerine drops are frequently used in movie studios to simulate tears and, when things like "Inside Baseball" are new, they fairly eat it up. In giving inside information to readers concerning advertisers the copy

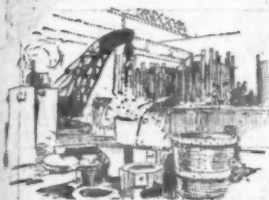
writers have tremendous possibilities for catching the attention and holding the interest of people who have become rather bored at constant emphasis on quality and price. Let's dissect some of the opportunities in this line.

INSIDE INFORMATION COPY

Production. To advertise and sell a product, that product must be produced. So far about the only things very heavily dwelt on in connection with production is quantity and growth of the plant producing the article. But there is a vast amount of interesting inside information about production which could easily be secured and given to the world through advertising without in the least divulging any trade secrets or spilling anything that shouldn't be spilled.

How have methods of production changed since the manufacturer began business? Do women play any part in the manufacture of the product and if so, what part? What operation in the manufacture of the product requires the most skill and why? How many distinct operations are required for making a single article? What is the most remarkable machine used in the manufacture of the product? What is the newest invention used for the purpose of saving time, labor, expense or for increasing the quality? What was the greatest twenty-four hour production and what was the smallest? Really, when any great amount of thought is given to this phase of the business all kinds of interesting bits of inside information in which the public would be exceedingly interested, come to mind.

Distribution. It is not often that an ad appears telling anything very new about the distribution end of a business. Advertisers never seem to feel, as a whole, that the public is much in-



SHEFFIELD.

**SIXTH CITY
IN THE UNITED KINGDOM
OF GREAT BRITAIN.**

THE "STEELOPOLIS" OF THE WORLD

SHEFFIELD is the centre of a District which is
ALERT, THRIVING & PROSPEROUS.

No District in the land has a brighter future.

THE "SHEFFIELD INDEPENDENT"

has been established in this district for over 100 years.

It is, without question, the dominant morning paper for the whole of its area.

This area includes Sheffield, Rotherham, Barnsley, Doncaster, Chesterfield, Mexborough, Mansfield, Worksop, Etc.

Its advertisement rates are based on circulation value.

It is the "Cash Purchasers' " paper—those who are free to trade where they desire—those who are influenced by advertising because they are not bound to any particular business house through having a running account.

These are the people to whom the live publicity man appeals.

These are the potential buyers of advertised goods.

Therefore reach them through their own medium,
"THE SHEFFIELD INDEPENDENT."

Population of circulation area of "Sheffield Independent,"
2½ millions.

Head Offices:
FARGATE,
SHEFFIELD.

London Offices:
The
Newspaper House,
169 & 170 Fleet St.



Making a Nickle do a Man's Job

THE catalogue, booklet or folder you are sending out to the busy executive is your representative and must tell your story forcefully and impressively, even as your star salesman would, were he there in person.

Think it over for a moment—your message in the hands of a possible buyer, addressed to him individually, and read to the exclusion of other diversions for the time being. What an opportunity!

This piece of advertising literature, which costs you a nickle, or possibly less, is your "Ambassador at Court." It must make a favorable "first impression" as it has neither argument nor comeback.

Advertising is neither all art nor all science; it is a combination of both, plus a liberal understanding of human nature. Having learned these things through the years of experience, we are able to combine them with brains and intelligence, giving to the printed word its maximum dynamic effect.

Bureau Complete Service

The Bureau of Engraving, Inc., with its complete organization of copywriters, merchandisers, artists, photographers, engravers, and printers, can so develop your advertising literature from the inception of the idea to the finished printed product, that your story will "get across."

It will then have accomplished a man's job.

They Have Told Us

"We appreciate the quality of work you have turned out for us and like the spirit of your organization."

"We wish to say that it is because we like your methods that we give you our business and shall continue to do so."

Write for the Bureau Lens

BUREAU OF ENGRAVING, INC.

Producers of

Catalogues, Folders, Color Posters, Direct Mail Campaigns

MINNEAPOLIS, MINNESOTA

Aug. 26, 1920
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interested in the mechanics of getting the product from the factory to the consumer. But there is a lot of interesting inside information about distribution which would interest the public and prove all the more novel and entertaining by reason of the fact that this phase of business has not figured very largely in advertising.

How are salesmen selected and trained? How are goods packed, routed and shipped? How many different modes of transportation are employed in getting goods to the distribution point which is farthest from the factory? How are the various selling points for use in advertisements and by salesmen determined upon? What are some of the most remarkable stunts done by the distributing end of the business in getting goods to points where the product was particularly needed? What is the average speed in distribution? How are new fields opened up? What sort of work does a traffic manager do? There's a lot of hitherto unwritten matter about distribution advertisements and which would give the public a new slant on business.

Management. There is a great amount of fascination for the general public in knowing who is the man behind the gun. Folks like to know who makes the wheels go round and just what he does to keep them in motion. Once in a while some advertisers burst out with personality sketches of the big men in the concern. Why not give the public some interesting inside stuff about the management of your concern?

For instance, who determines the price at which the product shall be sold? Who maps out the advertising campaigns and what sort of a department does he manage, anyhow? What are the duties of the sales manager? What happens when the board of directors meet? What is the typical day's work of a branch manager? What are the various departments of the company? What is the work done by each

Keeping Up With The Times

A FACT A WEEK

The best buying class is always willing to pay a little more for something much better.

The Washington TIMES is the only newspaper selling in the District of Columbia for 3 cents daily.

The Washington Times

WASHINGTON, D. C.

William Dorsett

is now a member of this organization.

Mr. Dorsett has a thorough mastery of the difficult technique that makes for correct photographic retouching. His services are particularly valuable for those clients who merchandise machinery or similar commodities with an appeal dependent upon photographic presentation, as many recent magazines and trade papers show.

To have a well-balanced staff such as ours, requires the interested cooperation of just such specialists.

Louis C. Pedlar, Inc.

Counselors in Art

246 Fifth Avenue

N. Y. City



department? How many people does it take to do this work? To whom are the various department heads responsible and where does their authority begin and end?

After delving into the interesting material to be found in the general management of a concern, the copy writer can become more specific in his investigations and dig into the Sales Department, the Advertising Department, the Auditing Department, the Purchasing Department, the Foreign Department and all other departments.

The Sales Department. There certainly is a tremendous amount of interesting material merely waiting the eager eye of some alert copy writer in almost any sales department. To whom was the first sale of the company's product made? Is this man still a customer? How does a salesman open a new account? Do all the salesmen use the company's product? How many of them were users of the product before they became salesmen for the company? How much territory does a salesman cover? How many customers does he call on in a week, a month, a year? What is the oddest way in which a salesman happened to come into the company's service? What is the most peculiar sale the company has ever made? What is the biggest sale ever made by the company? Who made it and how was it made? What arguments do the various salesmen find most successful in making sales? What rules have been formulated by the sales manager for the guidance of the salesmen in the transaction of business?

COPY FROM THE ADVERTISING DEPARTMENT ITSELF

The Advertising Department. What is the process by which advertisements are laid out, written and illustrated? Why are certain mediums used and why are certain appeals emphasized? What is the most unique advertisement the company has ever issued? What is the most unique reply the company has ever received in re-

Announcing



Executive Offices: One West 34th St., New York

SAMUEL PRATT

Chairman

LEONARD DREYFUSS

President

HERMAN C. DAYCH

Vice-President

THEODORE S. FETTINGER

Treasurer

E. FORREST FETTINGER

Secretary

BRANCH OFFICES

NEWARK, N. J.

PATERSON, N. J.

DALLAS, TEX.

NEW HAVEN, CONN.

BRIDGEPORT, CONN.

Samuel Pratt is President of the United Advertising Corporation, and has been for forty years conspicuous in the advertising business.

Leonard Dreyfuss is Vice-President of the United Advertising Corporation, owning and operating outdoor advertising plants in several hundred cities and towns throughout the United States.

Herman Daych has for a number of years been connected with the Associated Advertising Clubs of the World. Mr. Daych will have charge of our New York office.

Theodore S. Fettinger has for seven years been head of the Fettinger Advertising Agency, of Newark, N. J., to which this company succeeds. Mr. Fettinger will continue as manager of our New Jersey business.

With an exceptional art service; copy staff; unusual facilities for the investigation and solving of merchandising problems, this agency is ready to successfully undertake advertising campaigns of any size, in all mediums.

Knowing How and Serving Well

Tell 'em in Mus-k-gee



Sixty millions of crop-money outlets this year through Muskogee, supply-base for 200,000 people of our 80-mile trade-radius. Early in October a quarter-million will visit 'Oklahoma's huge Free State Fair. Great advertising chance right there!

Do You Think of Oklahoma Like This—



Not so; but far, far otherwise!



Have the
PHOENIX
tell 'em

Mornings and Sundays. Net paid, 15,000. Member Oklahoma Daily League. Decent treatment for the foreign advertiser.

Oct. 4-9, during Oklahoma's great Free State Fair!—great chance for a try-out right then!

tell 'em in Mus-k-gee



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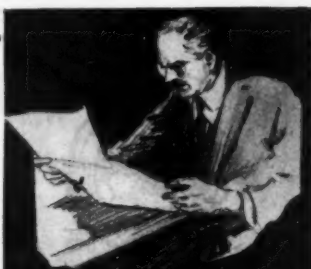
response to an advertisement? What is the advertising manager's idea of his function in the business with relation to the public?

The Auditing Department. How are accounts handled? How is correspondence filed? Just how voluminous is a day's correspondence, anyhow? What do the charts of the company's growth and possibilities show? What is the relationship of receipts to expense? (So far the "Swift Dollar" seems to be the only comprehensive advertisement issued on this absorbingly interesting topic.) How many stockholders are there in the company? Why did the original stockholders put their money into the concern? What hardships did the company have to go through before it got on its feet? How many employees are stockholders and what do the statistics regarding their ownership show as to average holdings, dividends paid them, etc.? How are inventories handled?

A FRUITFUL SOURCE OF INFORMATION

The Purchasing Department. Here is a broad field for digging and a field that ought to yield rich nuggets of interesting information and sales-building ad ideas. It is very, very seldom that any advertisement is based on the purchasing end of a business, and yet this department is a mighty important factor in any business. The very novelty of seeing an advertisement founded on some phase of the purchasing department's work ought to make it more than ordinarily effective.

For instance, wouldn't the public be interested in knowing how the purchasing department is kept informed of factory and office needs so that it knows just when to buy and what to buy? And what does the purchasing agent do when it seems impossible to get some badly needed raw product? Does he quit or does he move heaven and earth and finally get what he wants? What are some striking examples of this enterprise? How does a good purchasing department work for



Does YOUR Direct-by-Mail Advertising accomplish this?

Does it dig down under the crust of indifference—and make SALE impressions?

Is it read by those you WANT to read it?

Some of America's brainiest executives employ us to produce their

Booklets

Folders

Catalogues

Follow-ups of all kinds

Direct-by-Mail Campaigns

Confidentially, why don't YOU ask to be shown?



**The House of
Lightfoot**

Metropolitan Tower-New York



PERSONNEL INKLINGS

is a service through which business enterprises may obtain men to fill the important positions within their organizations.

Whether one man or many be needed, it is valuable both for results obtained and as insurance against the difficulties or losses that may arise through being unable to quickly fill a vacancy.

To companies in the smaller centers this service brings the advantages of contact with the greater numbers of men available in the larger cities.

PERSONNEL INKLINGS
INC.

340 Madison Avenue
New York City

the benefit of the ultimate consumer? What is the most unusual thing the purchasing department is called upon to buy in the course of its regular transactions? What is the most unusual thing it has ever been called upon to buy? Where are the people it buys from located? What are the methods by which right prices are secured? How are purchases generally made—from salesmen who call, through correspondence or by wire? What inspection is made of purchased material? What is the range of article purchased—from pencils to steam hammers, or what?

The Foreign Department. This should be a particularly fertile field. With the greatly increased interest on the part of the general public in foreign countries and with the expansion in our export business it would appear as though any concern which boasts of a foreign department could secure from that department an almost unlimited amount of good advertising material. What competition, for instance, does the concern have in foreign fields from foreign factories? Where are the concern's foreign branches located and what sort of customers are sold by these branches? Was any apathy or active opposition on the part of the foreigners overcome by the company in getting its product over in foreign lands? In what countries is this product wholly unknown and what do the natives use in place of it? How long does it take for a shipment of goods to reach the most distant point at which the company is doing business? Do the foreigners put the product to any different uses from Americans and, if so, what are these uses?

Industrial Relationships. Right now industrial relationships constitute one of the biggest topics of the day. Many advertisers have, of course, cashed in on this interest by issuing advertisements telling of their bonus plans, etc. But the possibilities in this big subject certainly haven't been exhausted. If your concern is con-

Leading the Drug Journal Field

Since April of this year *advertising leadership* in the *drug journal field* has shifted to the Pacific Coast.

The figures below, compiled on a Burroughs Adding Machine, and carefully checked, prove this to be true.

Record of Pages of Paid Display Advertising Carried by the Two Leading Drug Journals of the United States:

	PACIFIC DRUG REVIEW	NEAREST CONTEMPORARY
April Issue	110.11 Pages	105.37 Pages
May "	108.44 "	101.62 "
June "	105.20 "	99.50 "
July "	96.71 "	89.25 "

The **average** for the seven drug journals of the country, next in line to the PACIFIC DRUG REVIEW, and including the above "nearest contemporary," for the same four months, was 65.58 pages per issue. Average for PACIFIC DRUG REVIEW, same four months was 105.38 pages.

This record denotes a confidence, on the part of National advertisers and advertising agencies, of which we are tremendously proud.

No matter what journal or journals you use to reach Eastern druggists, you need PACIFIC DRUG REVIEW for the Pacific Coast and Rocky Mountain trade.



GUY T. KETCHESON, *Publisher*
F. C. FELTER, *Manager*

PORTLAND, OREGON — SAN FRANCISCO, CAL.

Official organ of All Branches of the Drug Trade in the States of Oregon, Washington, California, Idaho, Utah, Nevada, Arizona and the Western parts of Montana and Wyoming.

A FAR-REACHING NATIONAL DEMAND

With great advertising possibilities can be created for many articles and products appealing to our people who are prosperous buyers of the latest and best that the market affords

The Billboard

reaches over 550,000 men and women of the amusement world. Circulation

Over 50,000 Weekly

This is greater than the combined circulations of all other papers in our class.

Covering 26 Departments of the Theatrical and Show World

All we ask is that you try out some small space—preferably keyed copy—in THE BILLBOARD. Then decide.

Sample Copies and Rate Card Sent on Request.

THE BILLBOARD

44th St. and Broadway, New York City

Cincinnati
Philadelphia

Chicago
Kansas City

St. Louis
San Francisco

You may need The Billboard in your business.

SUBSCRIPTION

\$5 for 52
Weeks

15c AT ALL NEWSSTANDS

We publish complete lists of Fairs, Parks, Chautauquas, Conventions, and routes of all Shows.

Weekly information on all Amusements, Celebrations, etc.

ducting a profit sharing plan, what do the workers think of this plan? In what way is your company's plan different from that of every other company's plan? How greatly has the per capita daily production increased in the plant since the inauguration of the plan? How does this increased and bettered production benefit the ultimate consumer?

MORE CHANCES TO DIG

And now let us examine, for advertising possibilities, another factor in successful modern business. That factor is:

Efficiency. What efficiency reasons were behind the arrangement of your plant. How is work put through? What corners are cut, what time is saved, what odds and ends of materials are made use of? What safety devices safeguard the limbs and lives of your workers and how do these safety devices add to the efficiency of your plant and prove of actual benefit to the ultimate consumer? What part does cleanliness play in your plant efficiency? How are mistakes in shipping, billing, filing, and manufacture guarded against? What precautions against hiring undesirables are taken by your employment bureau? What unusual efficiency methods are in use in your home office and branch offices? How does the present efficiency of your concern stack up with what it used to be? What is the greatest innovation ever made by the concern in factory, office, sales or distribution for the purpose of increasing efficiency and thereby being the better able to serve the buyers? What is the most recent innovation along that line?

Personnel. After all, the success of any business is largely dependent upon the persons in the business. The best and most prosperous business in the world can be quickly ruined by mismanagement or by lack of suitable executives and employees. So it is only natural that many concerns and copy writers realizing this fact should cash in on it by telling in their advertisements about real

people connected with the business, or by idealizing the employees into one figure symbolizing all the good qualities of the mass of workers. While a considerable amount of advertising of this sort has already been issued, the possibilities are by no means exhausted. In fact, a little careful digging in this field is pretty apt to disclose some very valuable ideas to the alert copy writer.

For instance, what sort of training did the executives of the company undergo that qualified them to hold down their positions? Did they come up through the ranks of workers? If they did, then you have a good talking point for an advertisement. How many fathers and sons are working for your plant? Who are they? How many brothers? Who are they? And how many sisters and who, again, are they? How does this evidence of contented workmen and real possibilities for workers in your plant act to benefit the general public? And a score of other questions.

Raw Materials. Out of just what raw materials are the products of your company manufactured? Where do these products come from? What shape are they in when they arrive at the factory? What sort of men mine them or gather them or cut them, or whatever the case may be, for your use? What sort of climates do they come from? What process of nature brings forth these raw materials? What strange methods of transportation are used in getting them to your plant? How much of these various raw materials do you consume in a day, or a week, or a month, or a year? What is being done to secure new supplies of these materials in case the old sources of supply run out? Is there any man engaged in securing raw material for you who has never seen the finished product made by your plant from such material? Has any such man only recently seen the finished product? If so, what did he say? How did he act?



**"The National Magazine
of Medicine"**

used by National Advertisers

WANTED

10 National Advertisers of
labor-saving, health-conserv-
ing devices for the home.

Write for Rates

**The American Journal of
CLINICAL MEDICINE**

S. DeWitt Clough, Advertising Manager
4753 Ravenswood Ave., Chicago

H. R. Saunders, Eastern Representative
17 W. 42nd St., New York City
Telephone Vanderbilt 6758

The above brief outline of some of the more evident results of a little digging in this line simply skim the surface as it were. They show how rich the earth is and what can be expected when a copy writer takes off his coat, rolls up his sleeves and begins operating his steam shovel with the full intention of digging his way clear through to Pekin, China, or thereabouts.

And inside information is merely one single little field for the digging of ideas. Take the matter of the method of presenting an advertisement, for instance. A novel presentation frequently has all the force and sales power of a new thought. But how go about the job of digging for new ideas in presentation methods?

Consider layout for a moment. Surely all the various styles of layouts haven't been exhausted. Surely, some new scheme can be evolved or some old-time and forgotten method be utilized again. What did fourteenth century ads look like, anyhow? How do advertisers in other countries lay out their ads? A little digging along this line is pretty certain to bring to light something novel.

And how about typography? What will be the next new way of arranging type? How can type be made to look different, be different and still be wholly readable?

Are cartoons and photographs and wood cuts and paintings just about the only way of putting an illustration into an ad? What new things are artists and sculptors and brass workers and other artisans doing that might be utilized?

About copy—isn't there some new way of saying the same old thing that will make people take notice and feel as though they had just imbibed a refreshing draught of spring ozone?

After doing quite a lot more digging into methods of presentation than is indicated in the meagre suggestions noted above, the copy writer might profitably turn his attention to sales arguments.

Dealer Helps for the Foreign Language Market

THE J. R. Mayers Company announces the establishment of a Foreign Language Department under the direction of Mr. Edward Carlin, formerly of the Executive Staff of the Frank Seaman Agency, and more recently counsel to foreign language publications.

Recognition by national advertisers of the importance and possibilities of the foreign language market, originally reflected chiefly in foreign language publication advertising, is steadily extending to the dealer help field. Increasingly advertisers are appreciating the logic and necessity of backing up their foreign language publication advertising with foreign language window displays and other dealer helps.

For the production of foreign language dealer helps that really help the dealer, more than mere translation is required. Merchandising plans, selling appeal, artwork, copy—all must be shaped to meet the purchasing and personal preferences and habits of the foreign language consumer.

*"Dealer Helps
that help
the Dealer"*

Our Foreign Language Department will be pleased to confer with you on your foreign language dealer problems.

The J. R. MAYERS CO. Inc.

Dealer helps for national advertisers
planned designed and manufactured

Woolworth Building-New York



The Breeder's Gazette's 33d Annual Holiday Number

The Holiday Gazette for 1920 will be issued under date of Dec. 2, but it will be mailed so as to reach subscribers the last days of November. We shall start the make-up about Nov. 1st, and the forms will be closed just as fast as we can put the paper to press.

A good many of our customers were disappointed last year for the reason that their copy came in so late that we could not accept it, so please take the matter up with your clients at earliest possible date and let us have reservations that may have sufficient time to properly complete the issue.

For thirty-three consecutive years The Gazette's Holiday number has been the outstanding achievement in agricultural journalism. Prepared as an annual gift to its readers it is everywhere regarded as the acme of journalistic enterprise and typographical perfection and not to be classed with so-called "special editions" gotten up expressly to fatten the publisher's bank account.

Please oblige us with an early response.

SANDERS PUBLISHING COMPANY,

542 South Dearborn St., Chicago.

Member Audit Bureau of Circulations

W. C. RICHARDSON,
Inc.,
Eastern Representative,
381 4th Ave.,
NEW YORK CITY.



Member Standard
Farm Papers
Association, Inc.,
CHICAGO, ILL.

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20, Ill.

Why did Mrs. Jones buy your product? Why does it go so good in Michigan and so poorly in Georgia when your representation in both localities is equally strong, when all the statistical dope indicates that it should go equally well in both places? Why is Mr. Brown, one of your backwoods dealers so successful in selling large quantities of the product while Mr. Smith, located in a similar locality, is never able to sell very much? What single argument made the biggest percentage of any hundred purchasers buy the article? What sales argument makes folks laugh and leave the stores without buying? What different reasons, from those put forth in your advertising, induced any representative fifty, or a hundred or five hundred people to buy the article?

In the matter of sales arguments alone a good digger ought to be able to make the dirt fly as it never flew before and to unearth as the result of his digging, a bunch of knock-'em-dead arguments that would get over like a pile driver in his copy.

Yes, it is mighty good advice to give a copy writer when he goes stale on the job to tell him to get out and dig. And if the copy writer goes at his job systematically, perhaps in the way it has been suggested in this article or perhaps in accordance with some plan of his own but at least with some rhyme and reason to his work, then he sure will get the new slant on his product that he is so anxious to secure. And he will not only secure one new slant but so many new slants that he will wonder how he could ever possibly have conceived the idea that everything that could be said had been said.

Start the old steam shovel now!
Dig—hard!

F. H. Richardson, Art Director,
La Porte & Austin

Frank Hamilton Richardson, who was for several years on the staff of the *Dry Goods Economist*, New York, has been made art director of La Porte & Austin, advertising agency, New York.

WHAT'S THE MATTER WITH KANSAS?

Statistics show that bank deposits in Kansas jumped nearly *thirty* million dollars in the last year. The amount received by the farmers alone for the 1919 crop was enough to pay for the land on which the crop was raised. 1920 promises to be an even bigger year.

PROSPERITY ABOUNDS

and the listed dailies cover the richest section of the state:

Arkansas City News
Concordia Blade-Empire
Dodge City Globe
El Dorado Times
Fort Scott Tribune-Monitor
Galena Times
Hiwatha World
Iola Register
Junction City Union
Lawrence Gazette
Lyons News
Manhattan Nationalist
Newton Kansas-Republican
Norton Telegram
Parsons Sun
Pittsburg Sun
Pratt Tribune
Salina Journal
Wellington News

A combined circulation of over 51,000.

If you have no distribution in Kansas the publisher will co-operate in securing adequate distribution.

S. C. THEIS COMPANY

Special Representative

NEW YORK

366 Fifth Avenue

CHICAGO

837 Marquette Bldg.

Wanted!

-an unusual Man

—a man who primarily can obtain other men's views and at the same time sell them an idea.

—a man who thoroughly knows the electric fixture business, and the electric lighting business.

—a man with an artistic sense, but not an artistic temperament.

—a man broad enough to meet all sorts of men on their own ground.

This man must be extremely tactful. He must be thorough in his work.

Above all he must be a *good listener*. But if in addition to this qualification he can speak convincingly to a group of men when occasion requires, so much the better.

Such a man is unusual. But for this unusual man there awaits an unusual opportunity.

If you are such a man, looking for a broader future, write fully and in entire confidence to E. O. C., Room 1340, 200 Fifth Ave., New York City.

Multiplying the Uses of Linoleum

(Continued from page 12)

for leakage in the transmission of sales energy.

In the Armstrong campaign all elements are arranged in order of importance—the jobber, his salesmen, the retail store owner or buyer, the advertising man, the retailer's salesmen, the retailer's window trimmer, the linoleum layer, the architect, the interior decorator and the consumer. General advertising for all of these and special features of many varieties for each group make sure that all will get the same story and all carry it intact straight down the line to the consumer.

But it is the importance of the retail salesman with which the Armstrong company is most concerned. The manufacturer must be sure that the retailer's salesman is sold on the value of Armstrong's linoleum and that he believes it can be suitably used in "every room in the house." To make sure of this two pieces of printed matter have been used. The first is entitled "Told in the Store," a well-printed booklet of 64 pages, size 5½ inches by 8¾ inches. This presents to the retailer in most interesting form the story of how Armstrong's linoleum is manufactured.

The other is a catalogue entitled "Helpful Hints for Linoleum Salesmen." This puts in the salesmen's hands the complete story of why linoleum makes the best floor covering for every floor made. There are special chapters on the living room, hall, dining room, bedroom, bathroom, nursery, sun parlor, sleeping porch, kitchen, pantry, vestibule, laundry and closets.

The book contains also a sales manual section in which the salesman is given suggestions for thinking out new uses. He is not told simply to "be on the lookout for new ways in which to sell linoleum" but each suggestion is presented in narrative style. For

Buffalo Courier

Rotogravure Picture Section

The SUNDAY COURIER is Western New York's greatest and largest newspaper.

First in Circulation
A. B. C. 115,359 Paid

Circulation Divided

City	61,619—one paper for every eight people
Suburban	18,589
Country	35,151—one paper for every seven people
	<hr/> 53,740

The Sunday Courier completely covers Buffalo and its trading territory—est. pop. 800,000.

The Courier prepares and prints its Sunday eight-page Rotogravure Section in its own Rotogravure plant (one of the best in the country) in Buffalo; copy accepted up to 10 days before date of publication. Write for sample copies, rate card, etc.

***Size of page, nineteen inches
by fifteen and one half inches***

Our Merchandising and Cooperation Department is ready to serve you.

BUFFALO, N. Y., SUNDAY COURIER

CONE & WOODMAN, Inc., Publishers' Representatives

New York Chicago Detroit Atlanta Kansas City

Announcing

A New Morning Newspaper in Chicago

The initial issue of The Journal of Commerce will be published in Chicago Monday morning, October 11. The paper will appear each week-day morning.

It will be a business man's newspaper printing "All The News a Busy Man Has Time to Read."

All of the important news of the day, including cables, will be tersely stated. Financial, commercial and all business news will be presented fully, written and edited by financial editors of national repute.

An exclusive wire service will carry daily quotations and market reports of securities and commodities in all the markets of the world. Twelve to sixteen pages will be devoted to giving the business man all the news and statistics essential to his affairs.

The Journal of Commerce will occupy alone, in the second city in the United States, a field such as is served by two or more similar publications in half a dozen smaller cities. It will have the reader interest of the 100 per cent business men on its subscription list. It will fill a want that has been deplored by Chicago business men for a generation.

The subscription price will be \$12 a year—\$1 a month.

ANDREW M. LAWRENCE
Publisher

GLENN GRISWOLD
Business Manager

The Journal of Commerce

108 South LaSalle Street, Chicago

example, the first suggestion is that linoleum can be sold to barber shops. Instead of saying this in so many words, the experience of a certain salesman is chronicled—how he got the idea while seated in a barber's chair.

The last few pages of the book are on the subject of laying and caring for linoleum—how to lay it on different kinds of floors, the proper material to put between it and the floors, laying it on cement floors, how to care for it, polish it, clean it, wax it, and so forth.

Don't let people think their own thoughts about your product. If you do, they will put it in a certain niche and keep it there. Do you want to see your product universally used? Find out if it can be so used, and then tell the world your discoveries, through advertising. There is only one way you can prevent the neglect or misuse of your product—advertising. There is only one way the world will adopt your product for better uses—advertising. There is only one way to keep people sold on a product after they have adopted it—advertising. Perhaps you do not believe that linoleum would ever be used for a living room. But if one other person can be found who actually uses it for that purpose, you have been discredited. But be not discouraged thereby, for therein lies your own hope.

Caldecoat Again Heads Australian Advertising Men

At the recent annual meeting of the Queensland Institute of Advertising Men held at Brisbane, Australia, the following officers were elected for the year: President, E. J. W. Caldecoat; vice-presidents, C. B. Higginson and E. S. Maynard; honorable secretary, Claude A. McMillan; council, A. Rowlands, A. W. Fogg, A. J. O'Brien and R. P. Borthwick; honorable treasurer, R. Hodgson.

Joins Botsford, Constantine & Tyler

L. A. Pierce, who was formerly with Young-Cooper Co., Inc., San Francisco, has joined the Botsford, Constantine & Tyler, Inc., advertising agency of Portland, Ore., as account executive and service man at its San Francisco office.

The Atlanta Journal

Atlanta, Ga.

General Sherman, with sure judgment, picked Atlanta as the key city of the South.

Atlanta's influence throughout the South is more helpful to business now than her position was useful to armies in 1864.

Advertising in The Journal Sells the Goods

WANTED An Advertising MAN

Who is thoroughly equipped with experience, training, ability and personality to assume full responsibilities—

An Account Executive

He is offered the immediate opportunity to secure a profitable interest in this organization and take over the duties of a retiring Secretary as—

An Agency Official

Apply only in writing giving full particulars

Redfield & Fisher, Inc.
Established 1913
105 West 40th Street, New York.

An Article

which will solve an acute problem with reference to the wearing qualities of women's shoes, is about to be placed upon the market. Its possibilities have been thoroughly investigated and the demand is proven.

The Advertiser

a young married man of college education and advertising experience, desires an associate who commands \$50,000 of capital and who, in addition, will either become actively interested in the business himself or place a qualified man in the company to look after his interests.

P. X., Box 34, Printers' Ink

OPENING FOR TWO ADVERTISING SALESMEN

We have openings for two capable men who are fully experienced in selling advertising space.

This experience must be of the very highest class, as our representatives call upon banking supply houses and bankers.

We want two men who are prepared to travel as far West as Utah, possibly on to the Pacific Coast. One of them will subsequently become our Advertising Manager.

We would like to hear from some well-bred men who can see a future with this publication.

We suggest you state your own terms. Satisfactory reference will be required.

FINANCIAL ADVERTISING
Argonne Building
Tacoma, U. S. A.

Irving S. Lewis Forms New York Agency

Irving S. Lewis, recently vice-president and director of Sternfield, Godley & Lewis advertising agency, has organized his own agency, The Lewis Advertising Corporation, at New York. Morris Lewis, who was also with Sternfield, Godley & Lewis, and John Karch, Jr., who has been with the New York Journal of Commerce for the last five years, are associated with I. S. Lewis.

Austin Healy Joins Kobbe Agency

Austin Healy, recently vice-president of the Dorland Agency, Inc., New York, is now with Philip Kobbe Company, Inc. Mr. Healy was at one time with Frank Seaman, Inc., and N. W. Ayer & Son.

Chain Store Account for E. T. Howard Company, Inc.

The S. B. Davega Company, New York, operating a chain of sport shops, has put its advertising account with the E. T. Howard Company, Inc., New York.

Miami Valley Account for Dayton Agency

The Miami Valley Fruit Growing Company has put its advertising account in the hands of The Broome & Sando Co., Dayton, Ohio.

"The Theatre Magazine" Has Boston Office

The Theatre Magazine, New York, has recently established an office in Boston. This new office is under the management of Charles K. Gordon.

Detroit Agency Gets New Account

The Campbell, Blood & Trump Advertising Agency, Detroit, has secured the account of the Automatic Products Company, Detroit.

"Fire and Water Engineering" Has Chicago Office

Fire and Water Engineering, New York, has opened Western offices in Chicago, under the management of Lyne S. Metcalfe.

H. I. McGill with New York "American"

H. I. McGill has joined the advertising staff of the New York American as manager of its financial advertising department.



Honest Merchandise
Truthfully Advertised

We will invest your advertising appropriation as carefully and as skillfully as you would expect any trust company to invest the funds of your estate.

The ten experienced men who comprise our staff have won notable success as manufacturers, salesmen, and advertisers of meritorious articles.

ROY B. SIMPSON, President
915 Olive St.
SAINT LOUIS

Sales Manager Wanted

A NATIONALLY-KNOWN specialty house selling an article used by millions of women requires a high-calibre sales manager—a man thoroughly familiar with the notion trade—preferably one who has at some time been on the road and sold goods. This man must have broad business vision. He must have sufficient imagination to devise new articles, put them on the market and sell them. He must also be able to write strong sales letters that will bring direct orders. A big advertising campaign will back up his work.

To the right man this is an opening of unusual possibilities in a financial way.

Write full details of your business experience and an appointment will be arranged.

Address, L. M., BOX 33, Printers' Ink

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 433 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Office: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31 bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year. \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line, Minimum order \$2.75.

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C. P. Russell Albert E. Haase
Roland Cole C. H. Claudy

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, AUGUST 26, 1920

Ethics as a Dead Issue?

As a by-product of change in advertising management, a new flock of solicitations seems a necessary corollary. When a new man is engaged to take over the reins of a well-known national advertising account he sometimes discovers new things about advertising. It is, of course, natural that many agency men should be interested in his new plans. Usually they drop in, after the new advertising director has had time to look over the new desk and learn his new phone number, to inquire. They sometimes ask, incidentally, whether

the agency which has been handling the account is giving satisfactory service. If and when they receive an answer which is strongly affirmative, most of these men say, as one did recently, to the executive who had just taken advertising charge, "That is the kind of news we like to hear. We have nothing to say to you further except that if at any time in the near or distant future you do not get the sort of service you have a right to expect, let us know. We have a brand which in that case would probably interest you."

There is another type of advertising man, and we believe his kind is growing scarcer each year—who has a different idea of the ethics of the business in which he makes his living. One of this kind spoke somewhat in this manner to the same executive when told that their present agency was giving satisfactory service: "I don't care about that. I'm here to sell you our services regardless of what you are getting now." His whole selling talk was based upon an admitted desire to undermine the other agent, though the advertiser was well pleased. When questioned about the ethics of his actions he stated that there was no such thing, in his estimation, as ethics.

The reply he received indicated clearly to him that if at any time a change was contemplated his company would be the last consulted.

The same man who would try to undermine the confidence of the client in his agent's work is the one who complains that the average business man does not consider advertising seriously. While this man gets the benefit of all the work done by the various associations of advertisers, agents and periodicals to keep the advertising business on the high standard it has reached after its long struggle to a position of honor among the professions, he does his part to turn it back twenty-five years for his own short-sighted and selfish purposes.

He hurts his own company, the business of which he is a member.

ber, but himself most of all. The sooner this type of man is eliminated the quicker will advertising be universally considered a fundamental and integral part of the business fabric of the nation.

Fast Nickels Beat Slow Dimes

Word comes out of Washington that the War Department is considering the cancellation of a contract with the Bush Terminal Company, of New York, for the disposal of 10,000,000 yards of silk cartridge cloth, on the grounds of "inadequate advertising." It seems that although the contract calls for the disposal of 2,000,000 yards by January 1, 1921, less than 50,000 yards have been disposed of to date; a rate of progress which would clean up the entire lot of material in something like 200 years. According to the War Department, the difficulty lies in the fact that the public has not been adequately informed as to the availability of this material, and its suitability as a material for wearing apparel.

In reply the Terminal Company points to the downward tendency of the silk market, and intimates that the margin of profit obtainable above the cost price demanded by the Government would be too small to allow any extensive expenditure for advertising: especially in view of the fact that the final net profit on the entire transaction must be split fifty-fifty with the War Department.

We have no opinion as to the merits of either side of this particular dispute, but the incident is important because it is typical of a dilemma which confronts merchandisers on a broad scale during a period of falling prices such as we appear to be entering. When margins begin to shrink the temptation to reduce or discontinue advertising becomes stronger and stronger. On the face of things it looks like an easy way to save money, and unless a concern has a firm grasp of fundamental merchandising principles it is sometimes difficult to continue with the only policy which can keep

stocks down to the point of safety, and maintain a rate of turnover which will prevent actual net loss.

Fast nickels beat slow dimes. Not merely because they pile up faster, which they do, but because they release capital which can be reinvested on a falling market in merchandise at lower prices. Two million yards of silk at a profit of one cent a yard will earn \$20,000. Fifty thousand yards at a profit of five cents a yard will earn \$2,500. It hardly seems a question whether one can afford to advertise, but rather whether he can afford not to.

Freight Rates and Profiteering

The statement of Vice-President Dixon of the Pennsylvania System in regard to the new freight rates seems a fair one. He says:

"The public should be forewarned and forearmed against any attempt to take advantage of the freight rate advance for the purpose of justifying profiteering. While it is true that in the cases of some few articles and commodities small increases in price may be justified, nevertheless the amount which in any instance should fairly be added to the present prices are a very small fraction of the whole, and in the case of practically every article or commodity of daily consumption the increases in transportation charges are relatively so small as to be practically negligible."

In thus suggesting that increases at most should be in cents, or even fractions of cents, Mr. Dixon has been fairer to merchants than some others who have warned the people.

The extra cost of sending a pair of shoes from Boston to Key West, according to the Bureau of Railroad Economics, will be .021 cents. This might easily justify a six-cent raise in a pair of shoes—but the public has been taught in the past that raises in selling price are usually out of all proportion to the extra cost in

production. The makers of advertised products might well follow the example of the Pennsylvania, the Long Island and other railroads and win good will by keeping the public informed on certain facts in cost of vital interest to the consumer. Every time a man makes a big profit by holding camphor, for example, other men who have nothing in common with his industrial doctrine share in the ill will he builds. When the cry of profiteer starts the public is not apt to draw fine distinctions. Yet no one begrudges the profits made by the manufacturer of a nationally advertised baking powder, breakfast food, or any other article which builds profit through quick turnover and small profit per sale.

It is clear that the public was losing money by not paying freight increases if the latter will enable railroads to perfect transportation facilities and so increase the supply of commodities.

If a time is coming this fall when unprincipled men will use freight rates as an excuse to boost prices out of all proportion to increased costs, could not the national advertiser tell the difference between his methods of doing business and the archaic methods of big profit on slow turnover? The advertiser who makes his profit through service to the community has nothing in common with the man who holds goods without name for an unreasonable price. There is a chance in this difference for a new kind of copy.

Progress in "Truth in Advertising" The truth in advertising movement, first called into being by PRINTERS' INK, and which found its first expression in the PRINTERS' INK Model Statute, has gained considerable momentum, particularly during the last year. When any group of men who see and understand the place of advertising in business are willing to fight for "truth in advertising," then progress has been made. The credit men of America who have come forward to fight for

honesty in advertising are the latest accession to the ranks.

Through their organization, the National Association of Credit Men, they are slowly building a code of commercial ethics. Conscious of the fact that "advertising, interlocked as it must be with credits and sound business, should be surrounded with every safeguard," they have put forward as the twelfth canon of their code the subjoined:

"The healthy expansion of commerce and credits, with due regard to the preservation of their stability and healthfulness, demands an exact honesty in all of the methods and practices upon which they are founded. Advertising is an important feature in business building; it should represent and never misrepresent; it should win reliance and never cover deceit; it should be the true expression of the commodity or the service offered. It must be deemed, therefore, highly improper and unethical for advertisements to be so phrased or expressed as not to present real facts, and either directly or by implication to mislead or deceive. In this department the finest sense of honesty and fairness must be preserved, and the right relations of men with one another in commerce and credits clearly preserved."

All advertising men who have given their time, money and energy to the truth in advertising movement, and especially the Associated Advertising Clubs of the World, will welcome this canon as an outward and visible sign of support from a body of men that has done much constructive work for American business.

J. Jensen Makes a Change

The Williamson Heater Company, Cincinnati, has appointed J. Jensen advertising manager. He was formerly chief editor and correspondence advisor with The Monitor Store Company of Cincinnati.

Lion Knitting Mills' Agency

The Lion Knitting Mills Company, Cleveland, has placed its advertising account with The John S. King Company, Cleveland agency.

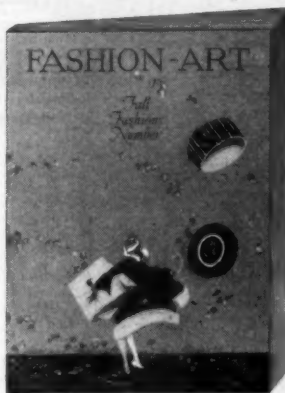
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Down the Boulevard—

purs a zippy roadster with a smiling girl at the wheel.

To-night she'll hop into the limousine and off to the dance or theatre in her shimmering gown and dainty pumps.

This type of middle western woman—she who can well be interested in what's what in wear and sport, and who's who in society—she and others form the select readers of

FASHION - ART

This woman may or may not read the news, the fiction magazine—but she must keep up in fashions, sports and society. *Fashion-Art* is the only magazine published in the middle west covering these subjects in the middle west way.

FASHION-ART

RICHARD A. PICK, Publisher
30 N. Michigan Ave., Chicago

Eastern Office—Aeolian Bldg.,
33 W. 42nd Street, New York



Pacific Coast Problems and Conditions

For 13 years we have been intimately associated with the growth and development of the Pacific Coast. The last U. S. Census placed Los Angeles tenth in population (575,480) and tenth industrially. It's the largest city west of St. Louis.

Trade development in this great territory has unlimited possibilities. National Advertisers using this field should place their Pacific Coast merchandising and advertising problems in our hands.

BAUM ADVERTISING AGENCY

National Service, Established 1907
745 So. Broadway, Los Angeles

Advertising Manager WANTED

If you are a working advertising manager, who can fit in congenially with an aggressive organization, which works out its problems by conference rather than through individual stars; a man with ideas, good lay-out ability, proper balance, and thorough experience which will fit you to handle a campaign headed by two page spreads in the Saturday Evening Post; a real opportunity awaits you with a solid western manufacturer of national repute and distribution. Your home will be in the west, and we wish to consider nothing but a permanent connection. If you have these qualifications, write, giving fullest details of your past experience, salary expected, personal make-up, and samples of your work if you desire. All replies strictly confidential. Address M. C., Box 31, care Printers' Ink.

Successful Juvenile Competition by Goodrich

A fourteen-year-old North Dakota boy was winner of the first prize in the contest conducted by the B. F. Goodrich Rubber Company to obtain the best title for a bicycle painting by Norman Rockwell. Interest in the contest was awakened by large colored lithographs of the painting displayed throughout the country.

The number of boys and girls who submitted captions totaled 43,012, and to each of these was sent a copy of a thirty-two-page booklet giving records, statistics and photographs of the major sports. The judges of the contest were: G. Ogden Ellis, editor of *American Boy*; T. J. Sullivan, editor of *Motorcycling and Bicycling*, and William F. Clarke, editor of *St. Nicholas*. The winning title was "Down Hill with a Grin—On Tires that Win."

I. D. Auspitz Out of Agency Work

Irving D. Auspitz, a member of the advertising agency of Sweet, Thompson & Phelps, Chicago, has been appointed assistant secretary of The Republic Merchants' Association, Chicago, and editor of its magazine, "The Republic Item."

Cary an Officer in Redfield Agency

John Watson Cary, who has been associated with the Redfield Advertising Agency, Inc., New York, for some time past, will become a stockholder in the agency September 1. He has been elected vice-president and director in charge of production.

Director of Art and Production

NOW AVAILABLE

Exceptional record of creative achievement. A resourceful visualizer and rapid producer. 12 years' wide experience. Now a N. Y. agency executive seeking broader field.

\$6500

Write, E. F., Box 32, P. I.

GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000	4-page Folders, 3¼ x 6¼ in.	\$10.00
	Each additional thousand	5.00
1000	4-page Folders, 4x9 in.	12.00
	Each additional thousand	4.00
1000	4-page Folders, 6x9 in.	12.00
	Each additional thousand	4.00

FREE—our large package of samples
ERNEST A. FANTUS CO., Printers
525 So. Dearborn St., Chicago

A Man Who Knows How to Produce Printing and what goes with it

... Schooled in the print shop and foreman of several of the largest! This expert knowledge I have been employing during the past two years as production head in one of New York's busiest advertising agencies. My understanding of all matters pertaining to layouts, stocks, type faces, engravings, estimating and purchasing is exceptionally well rounded.

I seek the right opening with a reputable advertising agency or some manufacturer whose print department is big enough to engage all my time.

Specimens of the work I have to show are the best evidence of my ability.

**Unusually
High
Credentials**

Address S. H. . . . Box 30, Printers' Ink

RAPID ELECTROTYPE CO. OF CANADA, LIMITED

CHARLES J. HIRT, Managing Director

ELECTROTYPES, STEREOTYPES and MATRICES

Save Duty, Time and Expense

Head Office: 185 RICHMOND ST. WEST - TORONTO, ONT.

Plants at: MONTREAL, TORONTO, LONDON, WINDSOR

**Advertising
Electros**

Ask for Prices
General Plate Co.
Lester Hunt, Ind.
Marquette Bldg Chicago

POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. \$1; 1 year \$2.

POSTAGE 18 East 18th St., New York City

CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

TORONTO

LIMITED

MONTREAL

The Little Schoolmaster's Classroom

THE make-up man in the periodical office is often a man with grave responsibilities. It is up to him to put everybody in the exact position which he desires, to make four right-hand pages fit the vociferous demands of nine-

even to present a pair of E. Z. garters to the estimable and elegant Herbert Tareyton, as shown herewith:

* * *

How important it is, in marketing a new product, or even an old one to conceive a clever, ingenious and new idea in the very form the product takes. The Schoolmaster does not like to agree that it is true, but he has been forced to the conclusion that this generation is won over by innovations. An old line, in a new shape or form, will build additional prestige and preserve the old-time trade. We are a restless people. We invite experiments.

One of the Schoolmaster's friends was sprinkling his lawn and his garden the other afternoon. There was a most peculiar contrivance that took the place of the usual nozzle, and the gardener was asked about it.

"That is the latest thing in fertilizing sod and vegetables," was the proud answer. "This attachment fits right on to the hose, and then you place what is known as a fertilizer cartridge into it. The water passes through and around the cartridge of fertilizer and a wholesome spray, a thin solution, is distributed. Clever, eh? The best of it is, it works. Two things accomplished at once—water the lawn and garden and spread the fertilizer at the same moment. Insecticides may be had in similar form."

The Kirkspray System, a new advertiser, thought out this ingenious idea and an extensive campaign is being used in small town newspapers.

* * *

The Schoolmaster is moved to pass on part of a communication from J. B. Powell, editor of *Millard's Review*, of Shanghai, even though it has only an indirect bearing on advertising.

"A few evenings ago," Mr. Powell writes, "I attended a mor-



HERBERT TAREYTON TAKES TO WALKING

teen advertisers, and to steer a delicate yet determined course to keep his boss from sudden death at the hands of irate buyers of space. These responsibilities of necessity generate a love of the beautiful and more especially a keen sense of humor which has been called a balance-wheel for men who are continually harassed. The sense of humor often breaks out right in the midst of the day's work—sometimes



An Oplex Sign Will Do It

TRY THIS TEST:

Stand on a corner three blocks away, and ask the first ten people who pass where your own store is.

If nine out of the ten cannot answer, there is something the matter with your signs.

The store which uses Oplex Electric Signs is never overlooked. Anyone can tell you where it is. That's because of the raised snow-white glass letters, which make Oplex signs splendid day signs as well as electric night signs. Other Oplex advantages are greatest reading distance, lowest up-keep cost, most artistic designs and the fact that any trademark can be perfectly reproduced in raised Oplex characters.

Let the Flexlume designers send you a sketch showing how *your* Oplex sign will look.

THE FLEXLUME SIGN CO.

ELECTRICAL ADVERTISING

1439-46 Niagara St. Buffalo

Pacific Coast Distributors:

Electric Products Corp. Los Angeles, Cal.

Canadian Distributors:

The Flexlume Sign Co. Ltd., Toronto, Can.

SYNDICATED HOUSE MAGAZINES

*In several high class forms
adapted to their service*

GEORGE SETON THOMPSON CO.
608 So. Dearborn St., Chicago

WANTED

A man to take charge of a lithograph plant

manufacturing a specialty. Must be thoroughly familiar with the off-set process, and have vision as to its future possibility. Must understand costs and be able to place an established lithograph plant on a manufacturing basis. Should be familiar with photo lithography and able to extend its scope. Unlimited opportunity open to the right man. Plant located in an inland city of over 250,000. Company has been established for years and has ample capital to extend operations. Address D. Hagen, Agent, 1173 Fifth Ave. Bldg., New York City.

Los Angeles — The largest city in the West

IN LOS ANGELES

IT IS THE

EVENING HERALD

MEMBER A. B. C.

Government Circulation Statement
April 1, 1920

134,686

Grows Just Like Los Angeles

REPRESENTATIVES

New York: Chicago:
Lester J. Clark, G. Logan Payne Co.,
804 Times Bldg. 432 Marquette Bldg.

ALBERT R BOURGES CONSULTING PHOTO ENGRAVER

FLATIRON BUILDING NEW YORK CITY

DAY
GRAMERCY
536



NIGHT
AUDUBON
2860-3120

*A Personal and Emergency Service
limited to non-competitive clients*

ing-picture exhibit and saw an excellent American film, the setting for which was in India. The last scene, however, spoiled the entire show, for it depicted a group of bungalows in the hills, as the 'summer resort frequented by the foreign legation staffs.' Now, India is a colony of Great Britain and there are no foreign legations or embassies in the country, a fact that every schoolboy of any intelligence in the Orient fully understands. Since American moving pictures are now being shown all over the world, it would be well for the big companies to employ some retired professor of history to set them right on the historical and diplomatic details.

"Before China declared war and this city was full of Germans, I attended another moving-picture exhibit that was based on the old prison farms formerly maintained in some of the States back home. The picture was replete with brutalities, such as floggings, shootings, improper relations of guards with women prisoners, and so on. In the midst of the performance a German got up in the middle of the picture and remarked audibly, 'And these are the people who are now the champions of downtrodden humanity.'

"Still another picture which was recently shown in Shanghai gave all of the details of the Chicago race riots, with batteries of machine guns, armored tanks, mounted troops."

If moving pictures or cinemas are good advertising mediums, then this sort of picture is distinctly bad advertising for America when shown in foreign countries. They are of distinct assistance to every enemy and critic of the United States.

* * *

While our thoughts are centered on the Orient, the Class may be interested in a couple of addi-

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

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Photograph by Bachrach

B. C. FORBES, who has probably interviewed more big executives than any other magazine writer in America, gives the advertising viewpoint of such men as Cyrus Curtis, John Wanamaker, Wrigley, Lipton, John N. Willys and Thos. E. Wilson in his article, "They Had Courage To Be Big."

for September

23 other helpful articles with beautiful illustrations

Printers' Ink Monthly

Advertising forms for October will be closed September 24



There is only one
farm paper with more
circulation in Iowa
than Corn Belt Farmer

Write for latest
Iowa circulation analysis
CORN BELT FARMER, DES MOINES, IOWA

NOT A GET RICH PONZI

—but the use of Pallen's "Master" Mail-Order Device pulls a higher percentage of

Renewals, Subscriptions, Special
Offers and Cash Mail-Orders

than any other method known. Write
for samples.

J. PALLAN & CO., Columbus, Ohio



WORLD SALESMAN

Speak to large Chinese
buyers in own language
through Chinese sec-
tion. Well known, re-
spected Chinese cities.
Sample copy, 10c.

182 West 4th St.,
New York.

AMERICAN CUTLER

Official Organ of American Cutlery Mfrs.,
6,500 copies monthly, reaching hardware
dealers and jobbers. Sample on request.

15 Park Row New York

More than 6800 merchants
handling "counter specialties"
in the Philadelphia territory
subscribe to the

RETAIL LEDGER

Twice a Month; Sub. \$1.00 a Year

Mail Order ADVERTISING

One of our clients complains good
naturedly that we made his personal
income tax cost him nine thousand
dollars more this year! How about
you? During 27 years' experience, we
have had much to do with making for-
tunes for our clients. No charge for
suggestions. Write, phone or call.
220 West 43rd St., N. Y. Bryant 5907.

SCOTT & SCOTT

tional paragraphs from Mr. Powell, which contain at least a couple of morals—if one is able to find them!

"A young man recently came out to Shanghai from New York to join a local engineering firm," he relates. "He brought out with him two full quart bottles of first quality whiskey which had been salvaged from the Great Drought in America. He carefully carried them in his suitcase from New York to Shanghai—to Shanghai, the wet Paris of the Orient—an international city that can never become dry until eighteen separate and distinct nations agree unanimously that it shall be dry! This incident is mentioned as an example of the general ignorance that obtains in many parts of America pertaining to conditions in China.

"And while I'm on the subject of whiskey, I picked up a quart bottle in Dairen, Manchuria, the Japanese 'sphere of influence' in China. The bottle was labeled 'First Quality American Whiskey—Manufactured in Edinburgh, New York City, U. S. A.' And in small type below this label—or libel, rather—was a statement to the following effect: 'After using the contents of this bottle be sure to destroy the label to prevent re-filling with an inferior product.'"

Sweater and Knitted Textile Industry Plans Campaign

The National Association of the Sweater and Knitted Textile Industry plans to undertake a national advertising campaign. Funds for the campaign will be raised by the payment of one-tenth of one per cent of the sales made by manufacturers who are members of the association. The campaign will not be launched until \$50,000 has been raised. S. S. Sampliner, chairman of the publicity committee of the Association, reports that \$27,000 has been pledged.

Evening Classes in Typography

The College of the City of New York, for the coming season, will offer courses of evening study in "Proofreading and Copy-Editing"; "Cost-Finding and Estimating"; and "Typography and Advertising"; The classes are open to men and women engaged in the printing, publishing, advertising, editorial, and allied lines, and will be conducted by Arnold Levitas.

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Armstrong Ap

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

COPY WRITER WITH EXPERIENCE IN AUSTRALASIA WANTED BY AGENCY. Give full particulars and salary required. Box 692, care of Printers' Ink.

Wanted, by important piano manufacturer, big advertisers, an advertising detail man, handle small printing jobs, etc. Good correspondent. State experience. Box 709, Printers' Ink.

Copy and layout man with sound agency experience. Give full details in first letter; send samples and state salary. Wilson H. Lee Advertising Service, 6 Church St., New Haven, Conn.

Wanted—A good Printing Salesman, one who has some following, is wanted by an Art and Commercial Printing house. Detailed information is desired in first letter. Box 680, Printers' Ink.

BOOKKEEPER in Advertising Agency. Big opportunity for a young, alert, ambitious man with experience in advertising agency systems. Established agency handling national accounts. Write, stating age, salary, experience. Box 708, P. I.

Electrical trade journal advertising solicitor who wants to make a change into similar work wanted by an organization not in the publishing business. All replies will be treated confidentially. Box 682, Printers' Ink.

ADVERTISING SOLICITORS WANTED

A new publisher with an A-A-A-1 rating needs a man in each large city acquainted with local advertising agents to represent their two trade papers (largest in their field) as side line on liberal commission. Leads furnished and follow-up assistance given. Write, fully describing yourself. Box 705, Printers' Ink.

RESEARCH ASSISTANT

We are creating a position in our organization for a supervisor with experience in sales research engineering and statistical work; must have knowledge of preparing charts collecting and compiling statistics and special data, etc.; unusual opportunity in large chemical concern for capable woman; state age, detailed experience, religion and salary desired. National Aniline Chemical Co., Inc., New York City.

ALL-ROUND AGENCY MAN—A progressive advertising agency in Middle West is seeking a live business-creating representative who knows modern merchandising, the fundamentals of agency work and can get out in the open against competition and obtain results. This agency is operated in connection with a large and well-established plant and the possibilities for advancement are unlimited. Write us in confidence, giving full details in first letter. McCormick-McCormick Agency, Wichita, Kansas.

Copy Writer

Young man wanted for Service Department of a leading business paper. Salary, \$30 a week to start, but the opportunity to advance is limited only by his own ability. Write, giving full details. Box 715, Printers' Ink.

SALES MANAGER WANTED

by large publishing house to take charge of the sale of two monthly magazines of national circulation. A man of broad vision with extensive experience in sales promotion work is required. An unusual opening for the man that measures up to the requirements. In answering state qualifications in detail. Address Box 703, Printers' Ink.

YOUNG LADY Must be proficient Dictaphone operator and have a knowledge of advertising office routine. A brilliant opportunity is offered to gain valuable experience in the executive office of the third largest advertiser in the world. Write fully, giving age, nationality, dictaphone experience and salary expected. Box 686, Printers' Ink.

Wanted "A" No. 1 commercial artist. Must be able to do black and white and color sketching. Good salary. When replying give full particulars. Box 694, Printers' Ink.

WANTED—An alert and experienced Solicitor with a few active accounts. He will be backed by our Agency with an exceptional service organization. We are securing a great many good leads, which we turn over to our men. A worth-while opportunity for a capable man. Apply in person or with fully written details to Mr. George S. Dyer.

THE BROWN ADV. AGENCY.

25th Floor, World's Tower Building, 110 West 40th Street, New York City.

AGENCY-TRAINED MAN, 28, with a background of selling experience, wants job as right hand to an executive. You can depend on him. He gets things done. He can write terse, down-to-earth, human stuff with merchandising in it. He makes a strong, sensible layout a printer can follow. Can take hold and direct correspondence. Can get out a house-organ that will be read—full of news and humor and sound selling talk. A college graduate. People like him—and he wears well. It will be a responsible job with a future to it that will take him away from the small agency in a large Eastern city, where for the past fifteen months he has been copy and contact man. Have you that job? Address Box 683, Printers' Ink.

Wanted a man having advertising experience by large Flour and Mixed Feed Mill. Permanent position. Good prospects. Prefer he know something about the business. Location large middle-west city. Box 685, Printers' Ink.

COMPOSING-ROOM FOREMAN wanted by a printing house doing the better class of catalogs, booklets and advertising literature with a business of half million. The applicant must prove his ability and reliability. Position permanent with excellent salary. Give definite information with application. Box 679, Printers' Ink.

SALESMEN—The rapid growth of our business makes necessary the addition of salesmen to represent a nationally known manufacturer of paints, varnishes and specialties in Indiana, Ohio and New York. Young, hustling, live-wire men with energy and proud records wanted. In replying state age, qualifications and salary desired. Box 677, Printers' Ink.

Automobile Factory Territory Men

wanted at once. Middle-Western manufacturer of popular car in \$1600 class expanding sales organization to push attractive line 1921 models wants two first-class men with successful territory experience and clientele in trade. Must have good personality, aggressive, energetic and business like, able to interest the largest and best trade and must be familiar with modern merchandising methods. Ages between 35 and 50 preferred, salary, expenses and bonus or commission. Good territory open with trade largely established. Chance to make good money. All replies strictly confidential. If you answer above description do not hesitate to write. Box 693, Printers' Ink.

ENGINEER WANTED

who can sell high class professional services in the design of industrial plants. A knowledge of manufacturing processes and of building construction, as well as a good education are absolutely essential. This is an excellent opening with a live and growing concern. Box 710, Printers' Ink
833 Peoples Gas Bldg., Chicago, Ill.

MISCELLANEOUS

Industrial and Technical copy layout and photographic service. Can handle large or small accounts. Catalogues and booklets. Free Lance, Box 706, care of Printers' Ink.

WANTED

Hand Addressograph and Stencils up to 10,000. State what you have and price. Nathan Fox, 852 Flatbush Avenue, Brooklyn, N. Y.

FOR SALE, with all rights, copyrighted illustrated bank advg. service for newspaper or mail list. New idea on thrift. Complete for immediate use. 75% profit. 112 Madison Ave., Collingswood, N. J.

NEW CAR CARD IDEA!

If that's what you want, let me get up one for you. John P. Duncan, 206 Broadway, New York, N. Y. Phone: Cortlandt 3115.

A contributor to leading technical publications of the United States and Europe is prepared to furnish short articles of popular character on applied science to newspaper syndicates. Box 678, care Printers' Ink.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

Magazine or Periodical Interest Wanted

by former publisher and owner who built from the ground up successful daily newspaper in city of 200,000. Can assume active management. Principals only. Box 689, Printers' Ink.

LETTERS WORDED TO WIN—Real, red-blooded business getters by a letter specialist who has worked at it for 22 years and has learned what to leave out as well as what to put in. Suppose we talk your proposition over. Jed Scarbow, 557a Halsey Street, Brooklyn, E. Y.

An Opportunity for a

Progressive Printing House

to increase business by rendering distinctive service.

A young advertising man with special experience along House Organ and direct mail lines has planned a distinctive Service and Syndicate Department which he wants to put into successful operation in a concern of recognized integrity, on a "better-than-salary" basis.

How interested are you?

Box 687, Printers' Ink.

POSITIONS WANTED

Agency—Mfrs.—Distributors

Crack copy writer—with big, practical business—inventing and developing IDEAS—seven years' advertising and publicity experience. Wants permanent connection as foundation for future. Address Box 700, Printers' Ink.

Art Manager desires position with first class engraving or advertising bureau. Understands color, reproduction, layouts, psychology of advertising, nationally or locally. Is a capable artist with 18 years' experience as an illustrator, painter and art manager. State salary offered when writing. Will only work under contract. Box 712, P. I.

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PUBLICITY MAN open for engagement. Has successful record in campaigns and "drives." Handles both propaganda and advertising publicity. Box 702, Printers' Ink.

STENOGRAPHER

Young man desires to connect with Spanish concern. Experienced in export billing. Box 704, care of Printers' Ink.

Advertising Man, house-organ and trade-paper experience. Alexander Hamilton Institute training, desires position as sales-service manager with printers or direct agency. Address Box 695, P. I.

ADVERTISING MANAGER, plus business executive, seeks opportunity with big future with manufacturer or publisher. Any location. Age 30, married. S. F. E., Box 713, P. I.

Advertising Assistant. Young man. Executive ability, thoroughly versed in Newspaper, Magazine advertising, Selling with agency experience. Unquestioned references as to ability, character and energy. Box 707, Printers' Ink.

ARTIST—A visualizer with agency, newspaper and printing house experience, who works in black and white and colors for advertisements, booklets, folders, etc., desires permanent connection. Address Box 697, Printers' Ink.

WANTED

an all-around position in small Advertising Agency, New York City, by young woman with newspaper and general advertising experience. Special art training; writes live, snappy copy—no stenography. Box 696, Printers' Ink.

EXPERIENCED WRITER and Editor, capable as executive or bureau director, seeks permanent location with publication; trade, farm or other journal—or is educational or promotional publicity enterprise. Available in 6 weeks. Box 69, Printers' Ink.

DOS YOUR ORGANIZATION NEED A YOUNG MAN

22 years old. College education. Employed as a copy writer in western agency. Writes letters, mail-order and general publicity copy, both dealer and consumer—copy that pulls. Desires change to industrial section. Would accept agency offering or assistant to advertising manager where future is bright. Nominal salary to start. References and further information furnished. Box 691, Printers' Ink.

SALES PROMOTION ENGINEER

Graduate engineer with eleven years' well-balanced experience in shop practice, technical and national advertising, sales correspondence and face-to-face selling. Particularly strong in analysis of products and forceful presentation of their advantages. Clean record, excellent references. Box 711, Printers' Ink.

COPY AND LAYOUT MAN

seeks permanent connection in East with opportunity for growth. Has handled National and Trade Paper Copy, House Organs, and direct literature. For past year with large recognized Western Agency. Box 688, Printers' Ink.

Advertising and Sales Promotion Manager desires location in New York City; present contract expires September 1st. Experienced in handling Distributor, Dealer and Direct to Consumer campaigns. Will consider a Director of Printing contract. Address Box 684, P. I.

PUBLICITY MAN

Editorial and campaign advertising experience, desires connection with publication, agency; or with promotion, educational or similar movement. Now director state campaign. Box 698, care Printers' Ink.

Stenographer-Secretary-Correspondent (28). Well versed in Advertising and Merchandising. Especially qualified for Service Department work, but willing to do anything and go anywhere where chance will be given for creative ability. Ex-soldier. Box 714, care of Printers' Ink.

AVAILABLE

Man with executive experience covering market analysis, sales development and organization, also solicitation and closing of important contracts in manufacturing field. Branch location or special activity. New York location preferred. Box 681, Printers' Ink.

DO YOU NEED ME?

Do you have an opportunity for a young man, 31 years old, married, who has spent the past ten years in one position, handling the advertising of three trade journals, covering hardware, implement, general merchandise and furniture lines and who has managed to increase his business each year? He is not looking for a "job," but for an opportunity to work with a real man and make himself so valuable that the job part will take care of itself. Would prefer trade journal, agency or farm paper. Address E. G. W., Box 690, care Printers' Ink.

A Trained Advertising Executive

Somewhere in the vicinity of New York is a busy executive who has more detail on his hands than he can possibly take care of, but hesitates to turn it over to an assistant for fear it will not be properly handled. Seven years' experience as assistant to national advertiser has fitted me to assume position of this kind. I am thoroughly familiar with the details of advertising, am well educated and consider loyalty and service to my employer as my strongest selling points. I know enough about advertising to realize that I have a lot to learn. Age 29, married, and expect salary commensurate with my qualifications. If I am your kind of a man, write me care of Box 701, Printers' Ink.

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Your Outdoor Message

- impresses today
- convinces tomorrow
- sells the next day

**REPETITION—
the selling force**

Jnos. Cusack Company

CHICAGO

NEW YORK



COLOR ADVERTISING IN THE CHICAGO TRIBUNE

The Chicago Tribune, a few months ago, offered to sell the back page of its Sunday tabloid fiction section in four colors. It was immediately bought for a year in advance by four advertisers, each taking thirteen pages running on alternate Sundays.

These pages made an instant hit with agents, advertisers, retailers and consumers. One agent writes:

"We have been much pleased with The Chicago Tribune pages; they seem to improve with each issue."

The Chicago Tribune now offers the center spread of its Sunday fiction section in four colors at \$35,100 for 13 insertions in one year, or the inside back cover at \$15,600 for 13 insertions in one year.

The Chicago Tribune

101 THE WORLD'S GREATEST NEWSPAPER 112

Tribune Building, Chicago

512 Fifth Ave., New York

406 Haas Bldg., Los Angeles

Write for 1929 BOOK OF FACTS